

MEKELLE UNIVERSITY
COLLEGE OF BUSINESS AND ECONMICS
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**HONEY MARKET CONSTRAINTS AND OPPORTUNITIES
IN THE CASE OF LASTA WOREDA NORTH WOLLO ZON,
AMHARA REGIONAL STATE.ETHIOPIA**

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**Research Thesis submitted to the department of management in partial
Fulfillment of the requirements for the Award of Arts of Master degree in
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Abstract

This study was conducted in Amhara Region North Wollo Zone Lasta Woreda. The main focuses of the study is to assess analysis and identify constraints and opportunities of honey. Market in the study area .The study approach was descriptive research as well as both quantitative and qualitative data collection method was applied. The study was carried out by collecting data from primary and secondary sources. The result of study from sample respondent showed that majority of the hive owned by the bee keepers was traditional next to this transition and lastly modern bee hive. The annual average income earned by sample respondents was 1358 birr. When I compare producers selling price during harvest with the selling price of intermediaries after harvest has shown significant difference. The result indicated that bee keepers were receiving less income where as the intermediaries are benefiting better earning. This shows as there is marketing in efficiency in the study area. In the study area the level of honey channel, the constraints and opportunities of honey market have been identified. The level of honey market was indicated by its low level of honey extraction and processing, storage and transportation materials, means of transportation of honey to the market, flow of market information, honey transaction measurements etc are identified.

The identified constraints were lack of well organized market channels, lack of rural market infrastructure, lack of current market information flow, very limited or absence of credit extension and training, actors lack of skill in honey processing handling and marketing, lack of strong business oriented producers cooperative e.t.c.

Opportunities are the Integration of honey production and marketing with water shed soil and water conservation and reforestation program, organizing unemployed youth in honey production and marketing, the construction of honey museum and fabbrica, the increment of tourists and guests to celebrate Gena e.t.c. In conclusion the honey market in the study area is at low level with different constraints but with having wide opportunities

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DECLARATION

This is to certify that this thesis entitled “Analysis and identify, the Situation, Constraint s and Opportunities of honey Market: In the cause of Lasta wored Amhara Region, Ethiopia “submitted in partial fulfillment of the requirements for the award of the degree of M.A in development studies that have been done by Mr. Tezera Awoke Id No.CBE/PS-041/02 is an authentic work carried out by him under my guidance. The mater embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belie.

Name of the student Tezera Awoke signature----- date-----

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---**

ABRIVATIONS

USA= United States of America.

EU= European Union

CSA= Central Statistic Authority

LWAO=Lasta Woreda Agricultural Office

UNDP= United Nation Development Program

GNP= Gross National Products

ORDA= Office of Rehabilitation and Development in Amhara Region

SNNPR= Southern Nation and Nationality people Region

MOA= Ministry of Agriculture

NGOS=Non government organizations.

MOARD=Ministry of Agriculture and Rural Development.

FTC= Farmers Training Center.

D/n=Dakon

FCA.=Federal Cooperative Agency.

E.C= Ethiopia calendar.

L.W.C.O.O. =Lasta Woreda cooperative office

ACRONYMS

YONAD=Plan international Ethiopia Lalibela branch Consultant Organization

OXFAM=Britain development Organization

SNV=Nether land development organization

ST. Lalibela=Kidus Lalibela.

List of Tables

pages

3.1 Proportional Sample size of each sample kebeles-----	26
4.1.1 Age of sample respondents.....	28
4.1.2 Sex composition of respondents with respect to bee hive owned	29
4.1.3. Age category of respondents.....	30
4.1.4. House hold educational status	31
4.1.5. The house hold experience category of honey producers.....	34
4.1.6. Honey producers in come from honey sell in sample kebeles	35
4.1.7. Honey price in the study area 2003/2004.....	46
4.1.8. Factors affecting honey price in the study area.....	47
4.1.9. Access to institutional support of the respondents.....	52
4.1.10. Honey colony increment in supple respondents.....	53
4.1.11 Un employed youth s are under organization -----	55
4.1.12. The flow of tourists for the past five years.....	56
4.1.13. The flow of gusts to Lasta to celebrate Gena.....	57
4.1.14. Service giving organization.....	58
4.1.15. Honey merchants and Tej house owners.....	58
54.1.16. List of opportunities in the study area	61

List of Figures

page

Figure 2.1 Back worda and for word links of farmers organization.....	14
Figure 2.2 conceptual frame work for honey market.....	17
Figure 4.1 House hold heads of marital status.....	31
Figure4.2 Bilibala Tej house	40
Figure 4.3 Honey market channels in the study area	41
Figure4.4 Bilbala and Lalibela sample of honey market	43
Figure4.5 Honey colony increment in sample respondents	54
Figure 4.6 Debreloza kebele organized youth site in honey producers.....	55
Figure4.7. Debreloza bee splitting center.....	59
Figure4.8 Under const ruction of honey museum /fabrica in Lalibela.....	60

Table of Content

Cover page-----	i
Abstract -----	ii
Acknowledgement -----	iii
Declaration-----	IV
Abbreviations -----	V
Acronyms-----	VI
List of tables -----	vii
List of figures -----	viii
CHAPTER ONE-----	1
1. Introduction -----	1
1.1 Back ground of the study-----	1
1.2. Statement of the problem-----	3
1.3. Objective of the study-----	4
1.3.1 General objective-----	4
1.3.2 Specific objective of the study-----	4
1.4 Research question-----	4
1.5 Significant of the study-----	5
.6 Scopes and limitation of the study-----	5

1.6.1 Scope of the study-----	5
1.7 Limitation of the study-----	5
CHAPTER TWO-----	7
2. REVIEW OF RELATED LITERATURES-----	7
2.1 Basic concepts and definition-----	7
2.2 Marketing function in an organization-----	9
2.3 Marketing channel-----	10
2.4 Farmers choice of marketing channels-----	10
2.5 Marketing information system-----	11
2.6 Honey production in the world-----	11
2.6.1 Africa – Ethiopia honey production and marketing-----	12
2.7 Competitiveness and marketing linkage problems-----	13
2.8 Empirical study-----	15
2.9 Variables and their definition-----	17
CHAPTER THREE-----	20
3. RESEARCH METHODS-----	20
3.1 Description of the study area-----	20
3.2 Research Design-----	21
3.3 Research Approach-----	21

3.4 Data source and collection Instrument-----	22
3.4.1 Questionnaires-----	22
3.4.2 Interview-----	22
3.4.3 Focus Desiccation-----	22
3.4.4 Observation-----	23
3.5 Sampling Design-----	23
3.5.1 Target population-----	23
3.5.2 Sampling Frame-----	24
3.5.3 Sampling Unit-----	24
3.5.4 Sampling Technique-----	24
3.5.5 Sampling Size-----	24
3.6 Type and Source Of Data-----	26
3.6.1 Primary Data-----	26
3.6.2 Secondary Data-----	26
3.7 Methods of data analysis-----	27
3.7.1Anayzing the data-----	27
3.7.2 Interpretation of the data-----	27

CHAPTER FOUR-----	28
4. Discussion and Analysis-----	28
4.1 Demographic characteristics of sample house hold-----	28
4.2 Family Members of house hold-----	39
4.3 Marital Status of the research-----	30
4.4 Educational Status of the respondent-----	31
4.5 Rational of honey production and marketing in the study area-	32
4.5.1 Honey production practice in the study area-----	33
4.5.2 Income from bee keeping-----	34
4.6 The level of honey market in the study area-----	35
4.6.1 Honey post harvest management materials-----	36
4.7 Constraints of honey market in the study area-----	43
4.7.1 Honey producers are not benefit from market channel-----	45
4.8 Access to marketing extension-----	47
4.9 Training access-----	48
4.10 Access to harvesting and processing equipment-----	48
4.11 Absence of business oriented strong honey producers organization -----	49
4.12 Lack of access to credit-----	49

4.13 Distances from Credit Institutions-----	50
4.14 Current information flow to honey producers -----	50
4.15. Access to other institutions/ infrastructure-----	51
4.16. Opportunities of honey market-----	52
4.16.1 Increase of production base-----	52
4.16.2 Unemployed youths are under organization-----	54
4.16.3 Role and performance of tourism in relation to honey market-----	55
4.16.4 Annual festivals and their contribution to honey market-----	56
4.16.5 Service sector and honey market-----	57
4.16.6 Role of integration apiculture production with natural resource conservation in relation to honey market-----	59
4.16.7 The construction of honey museum and its role in honey market--	60
CHAPTER FIVE-----	62
5. Conclusion and Recommendation-----	62
5.1. Conclusion-----	62
5.2. Recommendation for future intervention-----	63

CHAPTER ONE

INTRODUCTION

1.1 Back Ground of the Study

Honey has long been one of man's highly desired during primitive societies; it is still the only readily available sweetening agent. (Paterson cited by Elias, 2008)

In these days, honey market and production in the world is influenced by different factors of which the main are the adverse effect of weather condition, the world financial stress and debt, import and export barriers (RON Phipps 2012). For Example, In USA honey production has decreased whereas price has increased significantly and the domestic sale declined seven percent by 2011 in contrast 2010 (RON, 2012).

In less developed countries the fast increasing of globalization is also affecting the majority of producers who are producing the bulk of honey products in these nations (YONAD, 2011). Because they are not competitive enough to cope up change of globalization due to incompatible with the higher quality standards and requirements set by different domestic and foreign market actors (YONAD, 2011). Therefore, increasing the competitiveness of honey producers is a prerequisite to enable them to market at different levels as to fetch equitable margin from the market chain they engaged in and consequently improve their livelihood in a sustainable way.

In Ethiopia, bee keeping practice has old age historical practice even though it is difficult to estimate when bee keeping practice had been started accurately. It may be started when ancient Egypt refers to Abyssinia as the source of honey and bee wax before 5000 years ago (Gezhegne cited by Tessege, 2009). Thus, Abyssinia had been known for its bee wax export for centuries when other items were not exportable (ibid).

Ethiopia is endowed with diversity of plant habitat; climate altitude and rain fall as result

Habitat and environmental condition, distribution, flowering season vary from region to region. According to survey of honey plant made by (H. B. R. C., 2007), In the high land of Ethiopian Kosso, clover, MeskelGetem, Nuge Rapeseed coffee Arabica and Hypestes Sp. are

dominant honey plants, on the other hand *proscipis*, *acacia*, *Euphorbia* spp, *parkisonia* and *Diosperus* sp. are dominant honey source in low land of Ethiopia. There are also large number of cultivated crops, cereals, forage plants and horticultural plants which provides ample of nectar and pollens for foraging bees, honey plants includes different types of trees, shrubs, herbs, and climbers.

In Ethiopia about 1.9 million farm households involve in bee keeping and there are 10 million bee colonies. This data puts the country 1st in bee colony in Africa 10th in honey and 4th bee wax producer in the world, but honey industry in Ethiopia did not reach at developed stage and market structure to benefit the actors. There are different problems in both sides, bee keepers have lack of knowledge how to do business in terms of increasing productivity and producing quality honey and bees wax, but also the marketing system is biased against them (PILB, 2011).

In Ethiopia from the total production of honey 10% is used by honey producers where as 90 % of the production is sold on local market from these 70% is purchased by Tej brewers at lower price. Despite this, it has an increasing demand from EU, USA and Middle East. Thus, the global market provides high opportunities for the country (Poulos, 2011)

But there are constraints of honey market in Ethiopia these are lack of skilled man power, training institution, poor post harvest management of bee hive products, poor extension service, absence of coordination between research and extension, shortage of records and up to date information and other marketing constraints are mentioned as the main constraints. (Ayalew, 2001) and Edessa, 2002)

In addition to these, there are shortage of man power, lack of bee keeping and marketing equipment, lack of adequate research, lack of co-ordination and wide collaboration among actors, lack of infrastructure etc. In this cause the majority of honey consumed locally or sold in brewery. Thus to curve such problem the co-ordination and establishment among the actors of honey market is paramount important (PILB, 2011).

Honey is the most important sub sector among the live stock production in Amhara region. According to CSA (2003) censuses report 69757.87 quintal of honey is produced annually i.e. 25% of the total honey production of the country. But there are different markets constraints

at different level, producers are far away from market and road access, lack of grading system to supply quality production and mostly the price is determined by the willingness of buyers (Gezahegn, 2001)

In Lasta woreda there are 12197 bee colonies and 5131.75 quintets of honey have been produce for the last 3 years (2010-2012) and supplied to the market, even though the woreda has huge potential in honey and bees wax production there are many constraints which reduce the benefits of producers (LWAOAR, 2011).

As a result, majority of honey is sold for individual consumers and Tej brewery at lower price in the local market. Therefore, in order to benefit the bee keepers and so as to increase their contribution for the national development identifying the major constraints and possible opportunities will benefit the bee keepers (ibid).

1.2 Statement of the Problem

Ethiopia has a potential to produce 500,000 tons organic honey and 50,000 tones of bees wax whereas the country currently produces only 43, 000 and 3000 tones of honey and bees wax respectively per annum and its contribution to the national economy (GNP) is around \$1.6m (UNDP cited by OXFAM,2011). Out Of these honey production 97 % is sold formally and informally in domestic spot market. (ibid)

Thus, out of the 97 % of honey production 85 % is sold to Tej brewers. Nonetheless, income earned by bee keepers from this product is minimal due to several market constraints (ibid).

Beekeeping has been serving as one of the source of income for large numbers of beekeepers in Lasta woreda since the agro-ecological condition and the type of honey bee plants growing in the area is favorable (PILB, 2011)

In relation to importance of income source, honey production and marketing is the main source of income for bee keepers in Lasta compare to other livestock production. The bee keepers supply honey directly to the open market for sale to different actors like retailers, collectors and Tej brewers etc. However, because of different problems they are not benefitted from the existing honey supply in the extent that should be (ORDA,

2010). Generally, in the woreda there are different honey market constraints. Thus to solve the problem of honey marketing, bee keepers need intervention which improves possibilities for the successful collective marketing of their product. For these reasons a case study is required to design and implement in solving challenges of market and improve possible opportunities.

On this background information the central focuses of this study is to assess, analyze and identify the major constraints and opportunities of honey market in Last woreda.

1.3. Objective of the Study

1.3.1. General Objective

The overall objective of the study was to assess, analyze and identify the situation, major constraints and opportunities of the honey market in the study area.

1.3.2 Specific objectives:

- 1 .To assess the level of honey market (current situation of the study area.
- 2 .To investigate and analyze the major factors of honey market problems.(constraints of honey market) in the study area
- 3 .To identify the possible opportunities of honey market.

1.4. Research Questions

The research is intended to answer the following questions:

1. What is the level (situation) of honey market in the study area?
2. What are the major factors of honey market problems in the study area?
3. What are possible opportunities of honey market?

1.5 Significance of the Study

The wide range of socio- economic conditions in the various geographical area of the national calls for different strategies, to overcome challenges and to improve the possible opportunities to the real circumstances of a particular area.

- The findings will help the beekeepers in solving market constraints & in improving their market opportunities.
- The finding will also help as a base for further research (for academic purpose).
- The finding will help in solving social problems of the surrounding people by creating job opportunity & relatively increase income.
- The finding of this study also will help as baseline data for Lastaworeda , for Amhara region and for federal government about honey market constraints and opportunities

1.6. Scope and limitation of the Study

1.6 .1 Scope of the study

Scope of this study was delimited to identify and analyze the level of honey market situation, honey market constraints and opportunities.

- In north Wollo zone, LastaWoreda, in which five kebeles have been selected out of the total 23kebeles.
- The descriptive research was applied during research.
- The time of the research is from November –June/2005.

1.7. Limitation of the study

In conducting the recherche the following limitation and challenges faced the researcher

Limitation: the topography of land was one of the limitations to collect data through questionnaire

Challenges

- Reluctance of respondents :some Bee keepers do not respond properly to the questionnaires due to different reasons, like carelessness, biasness from different prospective by relating with aid and other benefits.
- Lack of organized secondary data((due to turn over of experts and backward culture of recording and keeping the data in series years of different offices)
- Budget constraints (I could not get budget on time from my office.)

CHAPTER TWO

2. Literature Review

2.1 Basic Concept and Definition

Market; the main concept of market incorporates the present and future buyers and sellers. In other ways market is a process in which goods and services are transferred from sellers to buyers which includes places, transactions, buyers and sellers (Kotler and Armstrong cited by Ayalew, 2009).

Marketing; is the actual performance of a business accompanied by the flow of service and goods from producers to the final consumer (Bain and Howells cited by Mohamed, 2009)

Marketing is performs that seeks to accomplish organization objectives by anticipating customers or clients need and directing a flow need –satisfying goods/ services from producers to customers or clients(H.B.R.C, 2007).

Marketing information system is continuing and interacting structure of people, equipment produce to gather, sort analysis evaluate pertinent timely and accurate information for use by marketing decision makers to improve their marketing planning execution and control (ibid)

Marketing and marketing surpluses: is the amount of the product remain after satisfying the producers consumption and utilization requirement and other obligations like charity ,donation ,gifts etc. Thus marketable surpluses indicates the amount left for sale in the market(Thakur et.al, cited by Teweld ,2010).

International marketing is defined as the performance of the commercial duties like marketing promotion of product, redistribution across national border (Kotler, 2004).

The international market task includes environmental factors like laws customers and customs and culture difference from country to country. If an organization wants to market products or services at profit in another country they should consider different environmental factors such issues. Therefore, worldwide marketers have to understand and adapt to diligences prevalent in foreign markets. The best solution to the problem should be international organization to do is to focus in on sensitivity about the global marketing situation (Kotler, 2008).

Agricultural marketing: is the process of acting all business activities which incorporates the flow of agricultural products and service from initial production until it reaches to its ultimate consumer (kohl and Uhl cited by Simon 2009).

Marketing system: - Marketing system incorporates the physical distribution of inputs and out puts as well as following production and distribution (Branson and Norvel cited by Ayalew, 2009). Marketing system includes channels intermediaries and business activities which in the process of physical exchange of goods. The system incorporates stable and inter related structures like production. Distribution and consumption under pin the economic process (Islam et al cited by Ayalew, 2009).

A channel of distribution is also a path in which direct or indirect transfer of the title to a product that mouse from producer to ultimate consumer or industrial users. Every channel of distribution has or more of “transfer points” at each of these an institution or a final buyer of the product. In the process of marketing Legal title of the product changes from one to the other hands as at least once (Gray cited Allelgn, 2011).

Marketing efficiency is also the most commonly use measure of market performance it is a common means to achieve a goal of farmers marketing organizations, consumers and society. Higher efficiency means better performance. While lower efficiency indicates poor performance (Ibid).

2.2Marketing function in an organization

Principles of marketing wiki university stated that the process of marketing includes assessing analyzing and identifying market opportunities, chasing intended markets, drafting

market strategies, planning, organizing, implementing and controlling the market objectives. In this case, marketing never stands too done in any firm (prof. Gurney cited, by Berhane, 2012). Distinguished marketing as an important duties management that needs planning and action in order to identify, satisfy and regain customers as a long term career which involves adaption of its philosophies by everybody in the whole firms (ibid).

The bottle necks of marketing is to achieve the final output of all firms resource that is good/service each and every practical areas of a given commercial organization should activate in line with the achievement of marketing objectives and endeavors (Homberg, et al.cited by Berhane, 2012). The production of product, financial, selling marketing orientation should be given the attention in marketing philosophy (Rober cited by Berhane, 2012).

Marketing Mixes

Product:- The product variable one angle the marketing mix that focus with assessing analyzing and identifying consumes wants and preparing products with the desired criteria.

Place/distribution:- To make products /services available in the desired quality for all customers as possible to keep the total inventory, transport and shortage of costs has to be as low as possible the place /distribution of variables.

Promotion: - The promotion of variables in relation to activities to inform for groups of people about the organization and its products.

Price: - this variable refers to constricting the policy of price and deciding about products.

People: - distribution sale and service, and as consumers or a year's gives marketing its rational (Muluneh, 2010).

2.3Market channels

Market channel is a business structure of dependent firms which shows the flow of commodities from its production place to the consumer with the aim of moving products to their last consumption destination. This process can be short or long which depends up on the kind and quality of product marketed (Gray, 2004).

There are two marketing channels through which farmers dispose their product. They are independent and in union (Barker, cited by Tewelde 2010).

2.4 Farmer's choice of marketing channels;

Regardless of their orientation either production or market orientated farmers have to use marketing channels to dispose their product/service which is excess of their consumption. For some, this is simply a matter of routine, selling through the same outlets year and year out, however, producers are obliged to prefer among different marketing channels in order to sell their product. Other natives surely exist for the market – oriented farmers to improve their profit potential. If they are prepared to spend time deliberating over which marketing channels to use and then make their decision on the basis of sound economic motives (Barker, cited by Tewelde).

- **Individual Channels Used By Producers**

Whenever producers run individually in the market their ability to influence the market is negligible. Though such disadvantages, the bulk of agricultural product is sold by farmers operating independently through different outlets (ibid)

- **Union Channels Used By Producers**

Cooperative is one of the channels used by producers. One of the main objectives of cooperative is to minimize all weakness of farmers acting individually in the market process. Because the influence of individual in the market is highly limited by the relative smallness of their scale of operation compared to the people with whom they are trading. If individual farmers act as individual but partly in some way to market their product in union and there will be synergistic returns available because of increased scale of operation, when farmers cooperate, there is a pooling of different resources (ibid).

2.5 Marketing Information System

Now a day's information and information systems are very crucial to accelerate production and distribution. This includes people equipment and procedures together in order to sort, analyze, educate and distribute needed, timely and accurate Information to marketing decision makers (Augerous and Corn ford, 1998).

2.6 Honey production in the world

Total honey world production is 1.3 million tons a year. Larger honey producing countries are Russia and others 19333,000 tones, China 161,000, USA 75 tones, Mexico 67,000 tons a year. Developing countries produce about 47% of the total world's honey production. Ethiopia is the leading honey producer in Africa and 10th in the world. (H .B .R. C, 2007)

Before 1970s Mexico was the world's honey exporter but now China leads. Although several African counters are the major producers of honey, almost nothing is exported because of quality problem. Developing countries are taken as a group accounted for 55.5% total experts. Ethiopia exports honey to traditional customers to the Arab counters (Saudi, Yemen) USA, Sweden etc. Developing counters in general and Africa in particular have many honey marketing constraints these are :- quality problem, absence of honey processing facility, absence of appropriate honey container for storage, retail selling and transportation, using honey for beverages, absence of honey producers and collectors cooperative, cultural problems and lack of knowledge about properties of honey and inaccessibility to markets.(ibid).

Price of honey is influenced by:-supply and demand condition distribution time transportation and storage nature of the product standardization and promotion, availability of competitive products and tariff and nontariff barriers and government support (ibid).

2.6.1. Africa Ethiopia Honey production And Marketing problems

Ethiopia is leading in led's Africa in honey production and marketing (export) as well as the country is one of the five biggest country in bees wax production in the world(24600-43000 tones

of honey produce and 3000 bee wax export yearly),But 80% of the production sold at lower price for locally called “Tej”(EEPDP, 2006).

Even though the country has such potential there are marketing problems like lack of marketing knowledge, shortage of man power, in adequate research and extension service etc. Therefore, it needs market oriented production (Melaku et al, 2008)

Africa has been endowed with honey production (Adjure, 1990). Ethiopia is one of the countries of the continent with having big production potential which contributes 2.5% of the world's honey market (Grim 1998). But out of the country's production 80% goes to locally tej (Hartmann, cited by Adami Tulu agriculture research center, 2004). Though the country has fertile ground for honey production there are marketing problems like poor post harvest management (which decrease honey quality), lack of proper storage, price fluctuation, lack of trained man power, lack of appropriate container (Girma cited by Edessa, 2005)

In Africa honey is produced by farmers who are organized and empowered in this production. In some way bees for development believes African honey has very important benefits of which includes, medicinal value, it also requires less capital to start, beside this, it can be carried out by youngsters, olds and women, it is gender inclusive) the products (honey and bees wax) need little further processing i.e. more of the end value of the final product, honey has multiple market opportunities, if it has not got chance to be sold at an export market it can be eaten at home or it can be sold in domestic market (Bradbeer, 2006)

African bee keeping benefits in relation to the environment stated that bees are indigenous as well as natural component of the local ecosystem and does not have negative effect to the natural environment. In steady it creates an economic advantage (incentive) for African people in conserving natural vegetation; it can be good information for those people try to conserving forests for non tangible advantages it requires less capital when we compare with earning income through honey production from natural forest ecosystem (bees for development journal, 2006).

Though bee keeping has potential to bring sustainable able income for Africa honey producers it had various market constraints like lack of infrastructure, lack of organizational system to reach special markets their products would otherwise reach especially in the EU (Belay, 2006).

To open market opportunities for honey producers a resolution is that fair trade labeling or globalization to take cognizance on the problem of Africa and recognizing and registering bee keepers by linking which buyers in the fair trade market (Belay, 2006).

2.7. Competitiveness and market linkage problems.

In Ethiopia bee keepers are in lack of competitiveness in honey market. To be competitive in the market place they require knowledge, hard work as well as building trust among actors taking a pro -active approach in positioning their product and their business in the market place. Increasing sales in this paradigm is not based on where you live that but on meeting changing demands from consumers and following the market trends including the price that the consumer finds attractive (ORDA,2010).

In addition to maintaining a competitive advantage an enter pries/ bee keepers should have sound business plan, and decisions have to be or dynamic information about consumers needs and market trends. This needs that an enter price/ bee keepers have to give duration to new market opportunities, changing needs of the consumer and how marketed tread influences buying. Competitive advantage therefore, achieving prospect is information hungry, to overcome this they should development work to bring in market intelligence and when opportunities are need to be able to access information on how to produce new more complex, value added products as they emerge on the market place, over time, as bee keepers organizing become more established, they also need to find better ways to organize their links to other actors in the market chain, using their local required to a general audiences between specific market chain actor(ORDA, 2010).

Bee keepers have to understand how a rural enterprise fits within analyzed chains which premise them to make a better decision on how to select the best organization in finding better places and trust worthy buyers to sell their products, to start how their product flows down the market chain in the final consumer (ibid).

Producers anywhere in the world communicate with input suppliers output providers

Purchasers in this manner the relationship seems as follows.

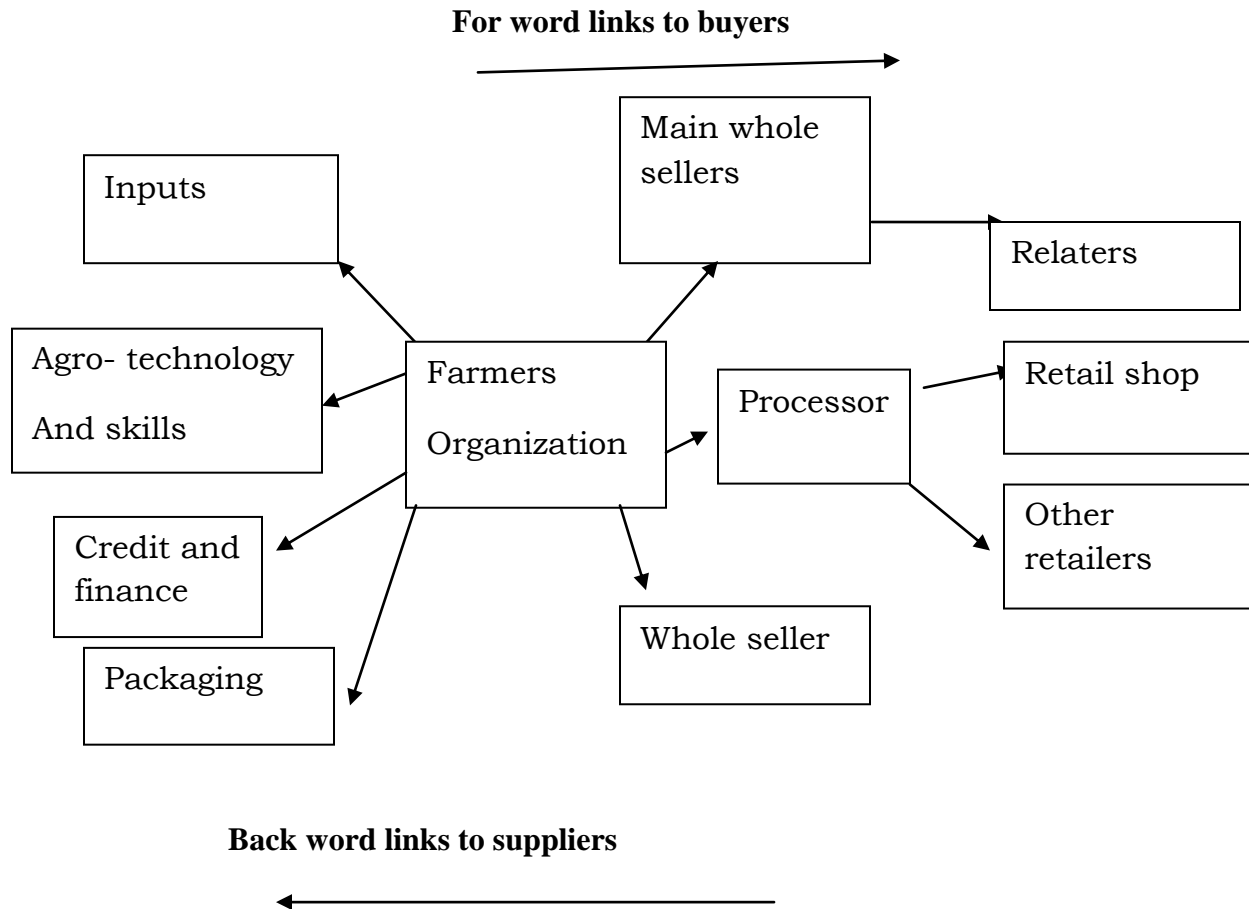


Figure 2.1- Back word and for word links of farmers organization

Source (BILB, 2011)

Marketing affects standard of living and economic growth an even more basic reason for styling marketing is that marketing plays significant in economic growth and development, one reason is that marketing encourages research and services the developmental and spread of new ideas goods and service, as firms after new and better ways of consumers needs customers have more choice among products and this fosters competition for consumers (William Cited by P.I.L.B).

This competition drove down prices. Moreover, firms develop products that ready satisfy customer. Furthermore, employment and higher incomes can result the combination of these

forces means that marketing has a big impact on consumers standard of living and it is important to the future of all nation (William Cited by P.I.L.B, 2011).

Lasta has long historical ground with honey production & marketing. The birth place of king Lalibela is believed to have been in the previous Woreda name Bugna at a place called Roha, his name “Lalibela” was given according to the tradition by his mother, which in Agew language means “the bees have recognized his sovereignty this is because she observed her son, when he was born, surrounded by a swarm of bees. In another tradition kirweerna, named her son Lalibela “bees bit her son” in the ancient Agew language “Lal means bee and Bela means to bite” therefore, at the beginning, the king has been called Lalibela and it was through time that the name was changed in to Lalibela (Mengestu, 2012).

2.8 Empirical Study

According to (Bezabih, 2010), honey and bees wax production is the main products of bee keeping subsector. The honey yield in the world is from 997000-100,000 tones yearly from these production Russia and china are the largest producer which accounts one third of the worlds production . The developing countries produce 500,000 tons; from these small parts of honey has exportable quality. Even African countries are major producers of honey; due to quality problems only 2% is exportable, the total production of the country is 21480-23700 tons per annum, from this the contribution among the regional states is Oromia 41%, SNNPR 22%, Amhara 21%, Tigray 5%, the remaining regions 11%. (SNV/2005)

Though Ethiopia has such production potential there are different marketing constraints, like lack of organized market, low domestic demand for processed honey and absence of incentive for high quality honey, lack of market information, low product quality due to poor harvesting and handling techniques poor infrastructure, lack of financial resource, lack of processing equipment and skill and poor packaging etc (Bezabih, 2010).

In the marketing system the main actors are bee keepers bees wax collectors retailers, Tej brewers, processers and exporters are in the value chain and of honey subsector, as well as the Tej brewery ,the honey processing and exporting are the main channels and the channel

lacks organized market channels and lack of formal linkages among the actors in this chain the honey producers directly sell to local honey collectors and in turn these agent sells to Tej brewery house in their locality or to the nearest big market (Beyene and David cited by Tessega,2009).

The honey processors and exporters channel start from bee keepers and through local collectors of honey processors/honey marketing cooperatives, which supply the honey to processing plant directly or by partial refine and the processing plant by refine in advanced machine and pack to local or export market. The bee wax channels also mostly starts from Tej brewery's directly sell to local collector ether crude or semi processed way to Addis Ababa, bee wax processes and after processed refine they sell for local market or for export (ibid).

Ethiopia has been one of the main honey and bee wax producers in worldwide for centuries. Bee keeping in Amhara region is also one way of the regions farmers to improve their cash income, in providing additional food generating employment and at the same time produce honey and bees wax and other hive products which can bring foreign currency into the country.(Kerealem et.al,2006).

But there are various marketing constraints like low and discouraging price, lower quality production, and harvesting management, lack of market infrastructure lack of appropriate technology for collecting, storing, processing, packing to keep the honey its natural quality, low governmental support in promoting market development, lack of coordination between research and extension, lack of credit service and lack of up to date market information etc. Because of these honey producers supply to local market un extract, unstrained and poorly managed honey and sell it at low price (Kerealem et al, 2006)

Conceptual framework of honey market

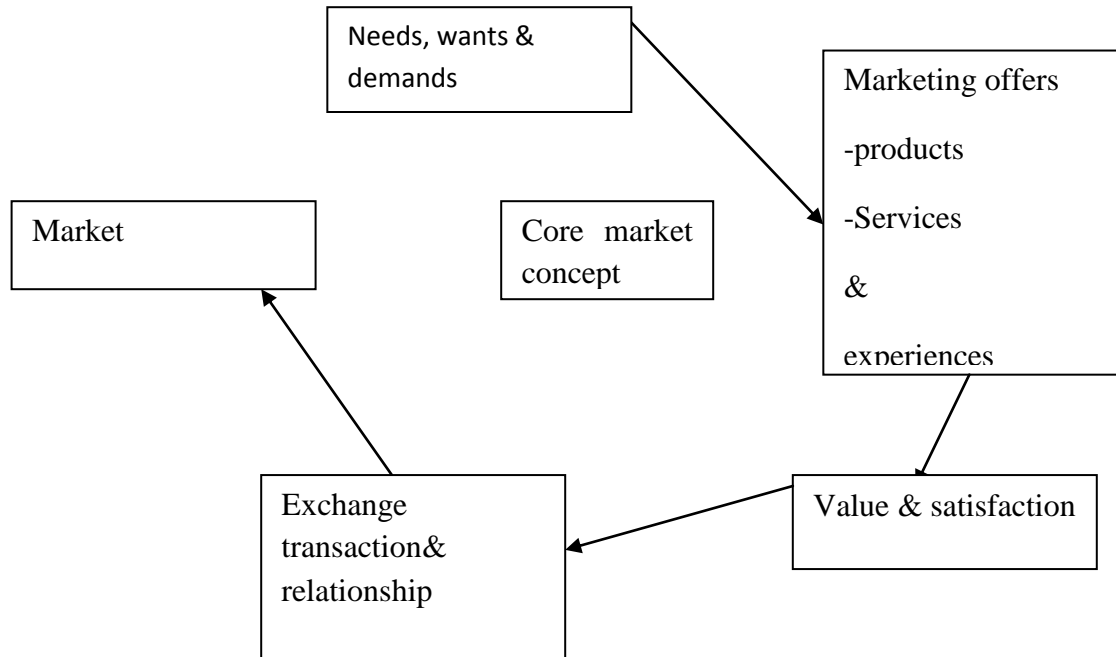


Figure 2.2 conceptual frameworks for honey market

Source (Kerealemet, al, 2006)

2.9 Variables and their Definitions

Dependent Variable

The dependent variable of the study is honey market constraints & opportunities on bee keepers marketing practices.

Independent variable:- Independent variables are factors which affects the dependent variable .it includes demographic, socio-economic & institutional factors of honey beekeepers that may influence the dependant variable The selection of in dependent variable is based on the past research published literatures related to the study

(i)Age of household head (HHAGEH): this is measure in terms of numbers of years completed by the respondents as the age gets older the ability& strength of the person gets

weaker& this would result in low income generating capacities. Hence households with older house hold heads were not expected actively participated in honey marketing as compared to the households headed by the younger once.

(ii) Sex of house hold head /sex/: male headed households are in a better position to pull lab our force than the female headed ones. Female headed households; due to lack of labor in the family (some critical activities of honey production and marketing) will not achieve the intended objective. Moreover, with regard to farming and marketing experience & access to technology males are better than female honey producers and marketing. There fertility is hypothesized that female headed households are more likely less active compare to male headed households.

(iii) Level of education: refers to the levels of formal and non formal education and will be measured in terms of ability to read, write enrolment in primacy, secondary school or above. Literate individuals will have better opportunity of access to use production marketing technology and information related to enhancing honey production and marketing activities and other income generating options. With this it is assumed that as the educational levels of a household increases there are a potential to develop productivity and sustainable marketing linkage.

(iv)Family size: this variable refers to the size of household members who live together under the same household converted to adult equivalent. Therefore, it was hypothesized that family size is expected to have positive association with beekeepers honey productionand marketing linkage.

(v) Distance from market center: access to market may create opportunities of more income by providing non-farm employment and access to transportation facility; it is hypothesized, that households who have good accessibility to market center have better chance to improve market linkage status than who do not have a proximity to market centers.

(vi)Access to credit (credit acc):- Credit is an important source of investment. Those house hold that have access to credit can have better possibilities to invest in honey production and marketing activities so as to improve there in come position. Farmers who have access to

credit can minimize their financial constraint and buy inputs (honey production) more readily. Hence it is hypothesized that access of a house holds to credit increases the probability of building sustainable market linkage.

(vii) **Access to various services (service access):** Proximity to various services like education, road, and extension services proper storage and Telephone, bank etc create direct and indirect effect on building sustainable marketing linkage. Nearness is measured in kilometer from their residence to each service centers. It is hypothesized that nearness to the various services has significant role in marketing activities and decrease constraints.

Marketing channel :-is a business structure of inter dependent organization that reaches from the point of product origin with the purpose of moving products to the final consumption destination it has positive influence to the market productivity. .

Training; it is changing /developing an attitude or skill level .So it has appositve contribution in marketing practice.

Access to extension: is transformation of important ideas/skills to the targeted individual /social groups in order to improve their well being or livelihood.

Income: the money that a person or a region or country etc. earns from work, from investing money from business etc.

Price: The amount of money that you have to pay for your gain in marketing process

CHAPTER THREE

Research Methodology

3.1 DESCRIPTION OF THE STUDY AREA

Lasta worda is one of 166 wordas of the Amhara National Regional State and one of the 13 wordas of North Wollo Administrative Zone. The worda is situated in the Tekeze water shed 700 k.m away from the capital city of Ethiopia. 300 km away from Bahir Dar,(the capital city of Amhara region and)180 k.m way from woldya the town of north wollo administration.

Geographically the boundary of the worda is located in north WageHimira, in north Mekete worda, in east Gidane worda, in west Aynabugna worda. The total area of this worda is 113,874,24 hectors of which 66,694,94 hectares cultivated land ,5,305.26 hector grazing land, 22,691.16 hector forest and bush land 4,253.17 hector of land covered by village 14,929.71 hector land covered by cliffs, mountains etc.(L.W.A.O.A.R, 2012).

The worda is found in altitude 23 N longitude 66 E as well as the worda has four agro climatic zone comprising 36% kola, 48.1% W/dega, 15.4% dega 0.2% frost, the average elevation of the worda ranges from 1600-4200 meters above sea level and the mean annual rain fall of the worda ranges from 533-880 m.m mainly from June to the end of August in a year and the mean annul average temperature is about 15 degree centigrade (ibid).

The worda has a total of 23 kebeles and the total population of the worda is estimated to be 119, 482 out of which 60,038 are male and 59,444 are female. The livelihood of this population is based on mixed farming based on these the average land holding is 0.5-0.65 hectares

Excluding of 2446 unemployed youth (L W A O, 2012 report) and the livestock population is cattle 47,994, sheep 76,937, goat's 83,675 horses 338, and donkey 10,821 mules 1116 poultry 8361 .

The study area is one of the food insecure and drought prone woreda in the region, however apiculture production and marketing is very important activity for the regional, zonal as well as district economic development, and it serves an additional source of income for significant number of households in the study area. The total number of bee keepers are 3875 and the total number of bee hives are 12, 197 out of these traditional, transitional and modern hives were 7501, 1123, 3573 respectively. Mostly the woreda has single harvesting period that is from September –December because of shortage of rain. In 2004 a total of 2134.4 quintal of honey was harvested from all the three kinds of hives. The main type of hives owned and the bee keepers in the area is traditional. Modern and transitional hives are increasing over time. The woreda has a great untouched potential for honey production and marketing development.

3.2 Research Design.

Research design is needed because it facilitates the smooth Sailing (continue) of the various research operations, thereby making research as possible yielding maximum information with minimal expenditure of effort, time and money (kothari, 1990). Among the different alternatives of research designs this study employs descriptive research was selected because it describes the present state of affairs as it exists; and it is used to describe quantitative data. The study has used probability and non- probability method for selecting representative samples from the population. The study used data collection instruments such as interview, focus group discussion and observations.

3.3. Research Approach

The research paradigms adapted for this study is mixed approach. These are both qualitative and quantitative research approaches. Mixed approach is selected with view of triangulating qualitative and quantitative data. Qualitative approach have been used since the aim of this research is to assess the level of honey market, to identify the opportunities of honey market, While quantitative approach was used to collect and quantify data's such as honey production and marketing and revenue generated.

3.4. Data source and Collection Instruments

The study used both primary and secondary sources to collect the relevant data. The primary data were collected from honey producers, honey merchants tej houses owners and hotels as well as from relevant experts through questionnaire, interview, focus group discussion and field observation.

3.4.1 Questionnaire

Both open- ended and closed- ended(mixed) questions were prepared to collect data from 139 honey producers in the form of questionnaire .The questionnaire was prepared both in English and native language (Amharic) in order to enhance communication but 2 questionnaires were failed and the actual research was conducted on 137 respondents. The rationale behind to use questionnaire in Amharic was that it allows respondents to answer questions in their own words (it gives respondents freedom) it was economical and saves time. Besides it covered large number of people and wider area. Before collecting data from field through questionnaire, training was given to 16 enumerators on how to administer questionnaire and gather data.

3.4.2. Interview

Interview has been made with 6 relevant office Experts from worda agriculture, from worda cooperative, from trade and from ORDA. 4 hotels and 2 Tej houses, Interview have been chosen because it involves face to face interaction and it gives an opportunity to Further investigate additional information with greater with greater possibility of flexibility.

3.4.3. Focus Group Discussion

Focus group discussion was used because it examine the way people (collectively/ construct and organize knowledge, to understand why people hold certain views and to facilitate wide range of views etc. in line with focus group discussion was conducted with 8 honey market cooperative committee and honey merchants and Tej houses to

collect the desired data. Because I Believe that they were better informed about honey market situation and would help to triangulate the data collected from others.

3.4.4. Observation

Personal observation have been conducted from two market place with the intention of maximize the reliability of the data collected through the above 3 instruments and to see the existing level of constraints and opportunities of honey market in these observation.

I collect pictorial evidences how honey market is going on.

3.5. Sampling Design

The validity and reliability of a research highly depends upon the sampling technique used and the data collection process. To this end both probability and non-probability sampling technique were applied in the selection of respondents (kebeles, bee keepers, experts, Tej houses/honey merchants and hotel owners) .This part elaborates the way of selecting and applying population, sample, sampling frame, sampling unite, sampling technique and the sampling size.

3.5.1. Target population

Lasta woreda has 23 rural Kebles. The kebeles needed for the study were selected using the non-probability sampling by applying the purposive sampling technique. From these the researcher selected five representative kebeles purposively because the researcher believe as these kebeles could represent all other kebeles to address the objective of the study based on some criteria like market route and communication, honey production and productivity, etc. In light of this, Yemerha, Bilbala, Sorba, Gellesot and Shumesha were selected having a total of 818households bee keepers these were the target population of this study:-

3.5.2. Sample *frame*

The sample frame in this study included the lists of household in the five selected kebeles, the list of households have been taken from local agricultural and administration offices, Tej house, honey merchants hotels, and experts from their respective sector offices and organizer offices.

3.5.3. Sampling unite

The unit of analysis in this study included individual households in five selected rural kebelles ,hotel administrators / owners, Tej house owners, honey cooperative committee members and six relevant sector experts and one expert from non government organization office.

3.5.4. Sampling Technique

In selecting sample kebeles, respondents (bee keepers, experts tej house/honey merchants and hotel owners) to be incorporated in the research both probability and non probability sampling techniques were adopted. To select kebeles I used non probability sampling (purposive sampling) where as to arrive at the sampling unit of beekeepers, Probability sampling Technique (lottery) was selected because it avoids researcher's bias and gives equal chances to the population to be included in the sample size, because the target population socioeconomic character is similar and they are able to give the desired information to investigate the problem by representing the overall target population. In this circumstance gathering Information from all target population is waste full in terms of time, lab our and budget. In addition to this from non- probability sampling technique purposive sampling technique was used in selecting key informants from government and non government offices and private organizations in Lalibela town (Lasta district town).

3.5.5. Sampling Size

From 23 kebels of Lasta woreda five kebeles were selected purposively and from these kebeles there were 818 bee keepers. From these using the Kothari sampling formula 139 household respondents were chosen. The households from each kebele proportional

method and the detail are given as follows. Since my target population is less than 10,000. So, the required representative sample size have been determined by the proportion sample size formula (If $N < 10000$ then, $n_f = \frac{n}{1+n}$, where n = sample size & N =target population). But to get n , according to Kothari, $n = \frac{z^2 pq}{d^2}$ will be used, where

n = the desired sample size.

Z =standard deviate at require confidence level.

P =the proportion in the target population estimated to have a particular Characteristic.

$q=1-p$,

d = Statistical significance.

Since there is no estimation of the proportion of the target population which have a particular characteristic, 50% is recommend to be used. Thus $p=50\%=0.50$ & $q=1-p=0.5$ Considering our level of confidence to be 93%,the corresponding standard normal deviate is $Z=1.81$ & the desired level of significance is 0.07. Therefore the sample size is given by

$$fn = \frac{n}{1 + \frac{n}{N}}$$

$$n = \frac{(1.81)^2(0.5)^2(0.5)^2}{(0.07)^2} = 167 \quad :$$

n = the desired sample size

Then, $167 / 1 + 167 / 818 = 139$

Therefore, the sampling size of the study designed to conduct the research was on 139 households, but the 2 respondents' questionnaire was failed and the actual research was carried out on 137 respondents'. Generally with focus group member 8, interviewee with 12 members then the research was carried out on 157 respondents. To facilitate these one supervisor and 15 enumerators were selected & training was given.

Table3.1 Proportional Sample sizes of each kebeles

No	Name of kebele	Total number house holds	Bee keepers in each kebele	Sample size	% of each kebeles
1	Yemeraha (01)	1168	118	$118 \times 139 / 818 = 20$	14
2	Bibala (02)	1947	123	$123 \times 139 / 818 = 21$	16
3	Sorba (06)	1474	243	$243 \times 139 / 818 = 41$	30
4	Gellsot (08)	1165	148	$148 \times 139 / 818 = 25$	17
5	Shumesh (023)	1366	186	$186 \times 139 / 818 = 32$	23
Total		7120	818	139	100

Source: researcher's survey.

3.6. Types and Source of Data

- **The data types were qualitative and quantitative.**

3.6.1. Primary data source

The primary data were collected from honey producers through questionnaires from hotels, Tej house, honey merchants and relevant sector experts through interview and from honey market cooperative and some honey merchants and Tej houses through focus group desiccation.

3.6.2. Secondary data source

In order to substantiate information obtained from primary and secondary data is essential. In line with this documents have been gathered from LastaWoreda administration, agriculture, cooperative, as well as from finance and ORDA, from Lalibela woreda culture and tourism, from trade and industry office and from books, from web site, from housing agent of Lalibela branch..

3.7. Methods of data analysis and interpretation

In order to minimize errors which occurred during filling questionnaire, interview, and focus group discussion the data were checked /edited/, coding and tabulation was also conducted to make the analysis easier.

3.7.1. Analyzing the data

In analyzing the quantitative data the research have used tables figures means percentages etc. where necessary. In analyzing qualitative data also the research used textual description

3.7.2. Interpretation of data

Whatever the type of study the objective of every research is to generate knowledge and came up with new findings. So that data collection is not an end by itself rather data analysis, interpretation and presentation are the final duties of every research under study. Thus, to attain the major objective of this study, the data collected from the study area are analyzed and interpreted. In whatever the type of study the objective of every research is to generate knowledge and the process of data analyzed and interpretation, major attention was given to quantitative analysis although it is supported by qualitative technique

CHAPTER FOUR

DISCUSSION AND ANALYSIS

This chapter presents the discussion and analysis of the study. Descriptive analysis has been used to describe all over the discussion.

In the first part the demographic and social characteristics of the sample respondent households are discussed. In the second part, the main body of the topic has been discussed. Under this issue, the level of honey market channel, the constraints of honey market, the opportunities of honey market in the study area are discussed.

4.1. Demographic Characteristics of Sample Household

Table 4.1.1 Age of Sample Respondents.

Sample Peasant Associations Code						
Ag of respondent	01	02	06	08	023	Total
27-36	1	4	9	7	6	27
37-46	3	4	15	10	12	44
47-56	9	6	7	3	7	32
57-66	6	5	5	5	4	25
67-75	1	1	5	0	2	9
Total	20	20	41	25	31	137

Source: researcher's survey 2005 E.C.

As indicated in Table 4.1 the age of the sample house hold ranges from 27 to 75 with an average of 46.76 years indicating that respondents with more experience in honey production and marketing included in the sample .In line with this, Table depicts that out of the total 137 respondents 87.50% where in between 27 and 64 years of age and the remaining 12.41% where 65 and above years old. It is also absorbed 87.59% of the respondents are in productive age group in comparing with

the age group of 65 and above which only consists 12.41% the indication here is that bee hive possession is inversely related with an increasing age of the sample house household. The possible reasons for this fact lie on labor issue. This means the majority households are in the productive age group and is more likely energetic in handling their honey production and marketing activities.

Table 4.1.2 Sex Composition of Respondents with Respect to Beehive Owned

Sex of household heads	Number of honey producers	% Percent	Bee hive owned	Percent
Male headed households	134	98	1445	97.43
Female head household	3	2.2	38	2.57
Total	137	100	1483	100

Source Researcher Survey 2013

Table 4.1 .2 Shows that, 2.2% and 97.8% of the Sample household were female headed and male headed households respectively. The same table provides evidence on the relationship between female head ownership and honey production and marketing. It is shown that the female headed house hold group has owned 2.57% while the male headed house hold owned 97.43%. Out of the total number of honey production, in line with this as table 4.1.15 indicated us 89.66% the honey marketing activity In the Study area is run by female headed while only 10.34% is run by male headed house hold. This shows that female household heads have better experience in honey production and marketing.

4.2. Family Member of Households

It can be observed from Table 4. 3 below that the total family members of the responding households were found to be 797 with an average family size of 5.8. The majority of household's family members (56.08%) were in the age range of between 15 and 64 years (economically active age group).The proportion of less than 15 years is 39.27% and the

remaining 4.65% were household members whose age is 65 and above years. The ratio between the percentage of young aged group (0-14) and the old age group (65 and above years) to the labor force (15- 64) indicates the dependency ratio. That is the economically non active to the economically active persons with in the family, based on this dependency ratio that is the economically non active and economically active Family members were found to be 43.9% and 56.08% respectively. This shows that even the labor force ratio is greater than the dependent labor by 12.9% there is a heavy load on the labor force in the study area.

Table 4.1.3 Age Category of Respondent's

Age category of Family members	No. Family members	Percent (100%)
Less than 15 years old	313	39.27
Family members 15-64 years old	447	56.08
Family members 65 and above years old	37	4.65
Total family size	797	100
Dependency ration		78.29

Source researchers survey 2013

4.3. Marital Status of the Sample Respondent.

When we observe the marital status of the sample respondents, the majority of the sample households were married 129 (94%) and 2 (1%), 6(5%) were un married and divorced respectively (Figure 4.1), this indicates that married households are in a better position to posses, to produce and to carry honey market in the study area, the most positive justification could be due to the fact that married households could have labor availability in division of labor.

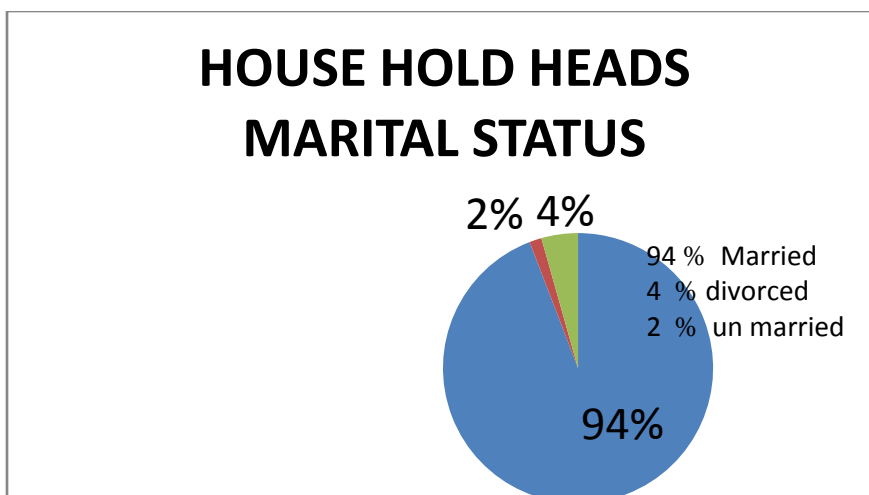


Figure 4. 1. Households Heads of Marital Status

Source Researchers survey 2013

4.4 Educational Status of the Respondents

With regard to educational status of households, one can observe from Table 4 .4 that out of the total respondents 46 (33.57%)were illiterate while 91 (66.38%) hose holds were found to be literate, out of those literate groups 45 (32.84%), 27 (19.7%) 14 (10.2%), and 5(3.64% were households with basic literacy, elementary, junior elementary, secondary education respectively. This indicates that the majority of the respondents are literate which implies they are in opposition to adopt any technology in honey production and marketing activities as well as they can be able to follow honey market information.

Table .4.1.4 .House Holds Educational Status

No	House hold educational status	Number	%
1	House hold head illiterate	46	33.57
2	House hold literate	91	66.389
2.1	Basic literacy	45	32.84

2.2	Elementary (1-4)	27	19.7
2.3	Junior elementary (5-8)	14	10.2
2.4	Secondary school (9-10)	5	3.649
	Total	137	100

Source: Researchers survey 2013

4.5. The Rational of Honey Production and Marketing in the Study Area

Bee keeping has been serving as source of additional incomes and also diversification of income for significant number of bee keepers in the area, considering the agro-climatic conditions and the type of honey bee forage and cereal. Today as well where in the country the human population is increasing the cultivated land area owned per house hold farmer is shrinking from time to time i.e. 0.5-0.65 hector(LWAO,2012) (excluding a lot of an employed youth) and it is highly degraded (decreasing its fertility) which leads to low production which needs improved agricultural inputs, but with sky rocketing price .All these prevailing conditions seeking for alternative income generating activity which are sustainable, environmentally friendly that lends its hand for natural resource conservation and requires small land area are becoming indispensable and important. In this regard honey production and marketing is preferable over other growing annual crops. Because honey production and marketing requires only a small plots of land, no or minimal competing for other resource (land) positively correlated with improvement of local environment have high gross margin as compared to other crops .In addition to these bee keeping production and marketing is not vulnerable to rain fall but has its product high value and non perishable. Moreover, honey production and marketing is business which participate women and land less youths in the study area. In conclusion the aforementioned factors depict that bee keeping production and marketing is a comparative and competitive advantage of the bee keepers in the study area. Hence the sub -sector has to be developed in such a way to

enable the bee keepers get benefit out of it which in turn could be an incentive to make it a sustainable business The income from it ultimately will be a spring board to reduce poverty in the area through improving the livelihood of the bee keepers (PILB, 2011)

4. 5.1. Honey Production practice in the Study Area

Honey production and management practice has many years experience and an important source of house hold income in the study area. The type of bee hive practiced in the Woreda is more of traditional but it is improving from traditional to modern practice. Even the traditional hives are different types. The variation is due to the type of materials used to construct, the size and shape of hives. According to the sample survey study taking an average of 3 years (2002 – 2004) the ratio of the three bee hives traditional 1009 (80.35%) transition 79 (6.28%) and modern 168 (13.37%). In relation to this the experience of producers in honey production is an average 16 years .The study area is drought affected Woreda(rain fall interrupts sometimes). Hence honey harvesting frequency is once a year from September- December unless and other wise short season (belg) rain falling (Lasta woreda Agriculture office 2012). The color of honey harvesting in the area is as sample survey study indicate 50% white, 36% red, 8% mixed and 6% yellow .The bee hive with colony is also increasing according to the sample survey study for the past 3 years from (2002- 2004) traditional from 843 to 1142, transitional from 53 to 109 and modern from 120 to 232. The honey production has also shown increment from (2002- 2004.) According to the sample survey study 112 (81.75%) of the respondents said the honey production has show increment while 17(12.42) said the production has shown fluctuation but 8(5.83%) said the production has shown decline. The increment of honey production in the study area for the past three years is also supported by focus group discussion and during interviewed Experts and officials.

The implication of this for honey market is that interruption of rain (drought) pushes bee keepers to focus on animal (honey) production to get income for their livelihood. In this case as shown in the sample respondent the increment of bee hives and honey production will create fertile ground for sustainable honey market. In addition to this the majority of

honey which is producing in the study area is white this is also another attraction for honey market especially for table honey.

Experience has a great role in farming activity especially in honey production and marketing.

In relation to this bee keeper in the study area have good experience as indicate bellow.

Table 4.1.5. The House Hold Experience Category of Honey Producers

Kebele	Experience category (years)								
	1-5	6-10	11-15	16-20	21-25	26-30	31-35	36 above	Total
Yimerha	-	3	4	3	5	2	2	1	20
Bilbala	2	3	2	1	2	3	3	4	20
Sorba	9	11	3	8	3	2	1	4	41
Gelesot	4	9	1	4	3	2	1	1	25
Shumsha	2	8	9	3	1	4	2	2	31
Total	17	34	20	17	14	13	9	12	137

Source: Researchers survey 2013

4.5.2. The Income from bee keeping

To assess the income taking 2003/4 as base year producers had got an average income from bee hive product birr 1358.11 in the range of birr 1066.76- 1642 and the income varies from Kebele to Kebele. The minimum and maximum income generated as individual is from Sorba Kebele 250-8000 birr the detail is shown below. The reason why income various was experience of bee keepers and management, the conduciveness of the site for honey production etc.



Figure 4.2 Sample of Lasta honey

Table 4.1.6. Honey Producers Income from Honey Sell in Sample Kebeles

Kebele	Minimum	Maximum	Mean
Yimraha	300	5000	1614
Billbela	300	5000	1357
Sorba	250	8000	1066.76
Gelesot	300	4000	1110,82
Shumsha	315	3500	1642
Average	305	5100	1358.116

Source: Own survey

4.6. The Situation of Honey Market in the Study Area

Market performance and development can be measured on the Effective practicality of marketing mix(i.e. the product quality, fair price, promotion and placement(nearness/farness from market)).Moreover the situation of market can be evaluated in terms of the material they use, the channels and actors, the means of communication, the information flow and

the infrastructures for the market etc. Based on this the level of market in the study area is indicated below with the following points.

4.6.1. Honey post harvest Management Materials

➤ Honey storage and transporting materials

As we know in the developed market producers use improved handling equipments to store and transport honey which keeps its quality and easy to transport to the market, but producers in the study area are using backward and easily breakable or not comfortable for transporting to the market. According to the sample survey study 70 producers (51%) use earthen pot, 55 producers (40%) use guard, 7 producers (5%) use plastic containers and the remaining 5 producers 4% use animal skin and sacks. This indicates the storage and transporting equipments are backward to keep honey quality to transport safely to the market example as sample respondent said earthen pot same times breaks and lose of honey have faced them.

➤ The Materials They Use to Sell/ Buy the Honey

In the developed market the exchange of transaction is carried out by standardized measurement like kilo, but in the study area the transaction of honey is carried out by glasses, plastic cobia, earthen pot, tins etc. with the help of hand (by inserting and taking out honey and measure it). Here merchants use similar but bigger measurements when they purchase to exploit bee keepers. Most of the time the measurements are not well cleaned, in addition to these sellers/buyers hand is not clean. All this affects the quality of honey and accuracy of measurement in the marketing process.

➤ Means of Transporting Honey to the Market

In the developed market honey is transported through different vehicles but in the study area, honey is transported to the market more of by human labor due to lack of road access. According to the sample survey 103 producers (75.2%) use human labor, 26 producers (19%) use animal labor and 8 producers (5.8%) used vehicles. Since some kebeles in the woreda are far away more than 100 kilo meters from woreda main honey market. This pushes beekeepers not to bring honey to the Woreda market and they will sell their honey in their localities at cheap price. This idea is also supported by focus

group discussion and in interview. This indicates that how far the level of honey market is not developed.

➤ **Market Infrastructure**

Infrastructures like road, telephone, electricity, ware houses, financial institution etc. is basic and crucial components, for market activates. But the result of sample survey study in the area shows, 134 producers (97.8%) have primary road access but out of these 90% of them (65.69%) replied as it serves to them at low level because there is no regular means of transportation (vehicle) in each Kebele and other than primary roads (most the roads do not serve during rainy seasons). Beyond to this

There is no infrastructure like telephone to follow market information, ware house to store honey in a safe way financial institutions to support honey market activities .All these hindered the honey market activity in the study area.

➤ **Market Information**

An efficient market information system needs to address information flows in both directions between consumers and producers smoothly. Information should be evaluated in terms of its accuracy and frequency. How promptly it reaches to those who need it and its degree of details. This can be determined by comparing the result of producers, traders and agents with known information about the market (kohls R.L and Uhl J w,1985/ .According to the sample study there is no developed information flow network to the farmers about honey market. Among the sample farmers 104 /75.9%/ replied as they do not get current information while 33 sample farmers /24%/ are getting information from their nearby market. This shows that beekeepers are not getting current information to sell their honey. Then either they sell cheaply in their nearby market or locality. Thus bee keepers could not fetch appropriate benefit from their honey market.

➤ **. Private Sector Development**

The private sectors particularly those who are engaged in honey marketing lack working capital, entrepreneurial skill and technical knowhow on storage, transporting, and quality of management. Moreover most of them are not doing the business on knowledge basis, but are opportunistic by natural, as focus group discussion made with them indicated they are short sighted focusing only on the current profit they get out of

the transaction rather they are not visionary to develop the linkage with the bee keepers with the frame work of long last linkage in a sustainable way. This idea is also supported by experts from governmental and nongovernmental organization during the interview.

➤ **Honey Producers Market Channel Development.**

Marketing channel is the sequence of intermediaries through which whole product passes from producers to consumers (Mendoza, 1995).

A cooperative marketing organization is like any other cooperative marketing society that in contrast to privately owned firm's endeavors to benefit the users and to limited the returns received by the suppliers of equity capital i.e. the owners. This control of a cooperative by its patrons permits the distribution of profit to the rank and file of members rather than to the few well-to-do suppliers of capital (Singh, 2000). In the woreda there are 818 honey producers (excluding the youngsters which are newly organized in water sheds) among them only 171 bee keepers (20.9%) are organized in honey co operative marketing (LWC O O, 2012). This infant producer cooperative is not in a position to carry out its mission due to different constraints. Generally the honey marketing system is at low level, either in private or cooperative channels (LW O O, 2012).

Level of Honey Market In Line With Marketing Mix:

According (Philip Kotler cited by Muluneh, 2011) stated that marketing mixes can be classified as follows

- **Product:** the product variable is one angle of the marketing mix that focus with assessing, analyzing and identifying consumers wants and preparing product with the desired criteria. In line with this the study area honey production is producing without identifying the consumers wants, but they are producing in the usual backward and spontaneous production system due to lack of extension and training access. As approved by respondents of questionnaire and supported by interview.
- **Place:** (distribution) to make products/ services available in the desired quantity and quality for all Customers as possible to make the total inventory, transport and shortage of costs has to be as low as possible the place /distribution of variables, but in the contrary in the study area as in the sample survey study result producers 90 (65.69%)

are not getting improved means of transporting /vehicles/ to transport their honey to the market, that means of transporting is at low level.

- **Promotion:** the promotion of variables In relation to activities to inform for groups of people on individual about the organization and its product is very important. In relation to this to this as we know the quality and taste of Lasta's honey is the best and known culturally in regional and national level culturally. Though it is famous there is no additional promotion regarding this product.
- **Price:** this variable refers to constricting the policy of price and deciding about products price. This variable control the marketing mix facilitates the products. In line with this in the study area there is not constricted price(follow up the price system) and most of the time increasing as the sample survey study indicates based on this all of the respondents 137 (100%) respond as the price is increasing.
- **People:** distribution sale and service as consumers or a year's gives marketing its rational. Products are useful when it is needed by the people and satisfies human wants and needs other than these products without satisfying human wants and needs is invalid. In the study area the product is distributed to the people simply understanding as there is buyer in the market\ considering as there will be demand for the products.
- **Market Channel**

Tej Production Channel

All most all red, black, mixed honey and some part of white honey of the area goes in this channel. Honey producers sell in Billable, Gelesot, and Kulmesk and mainly in Lalibela and Bilbala markets directly to Tej house. Those *Tej* brewers sell their honey in the form of *Tej and birth* or sell directly to different consumers and others. The merchants /retailers and whole sellers/ purchase honey and take to woldiya, Dessie, Hara, Alamata, Robit, Kobo, Mersa and Urgessa *Tej* houses. According to sample survey study 50% of the honey is sold to Tej brewers which stated above



Figure 4.2 BilbalaTej house

From total honey certain portion is directly sold by bee keepers to civil servants and middle class, and travelers in to Lalibela but the majority is sold to collectors and retailers. Then collectors and retailers sale their honey after same times when honey price increase to any user or merchant. According to the sample survey 40% of the honey is sold for this channel.

Honey Market Cooperative Channel

In the woreda there is a honey producer marketing cooperative. The objective of this cooperative is to facilitate honey market for honey producers. This cooperative collects very small part of honey from members and purchase from non members and sells the honey either directly to consumers or retailers and other merchants.

This organization activates like other merchants and could not help bee keepers According to the survey result about 10% of the honey produced in the study area is

sold to this organization. Implies this cooperative is not strong enough to build market channel.

Honey Market Channels in the Study Area

The analysis of marketing channel is intended to provide systematic knowledge of the flow of honey from its origin (produced) to the final destination. Honey market channels were identified during survey study the following.

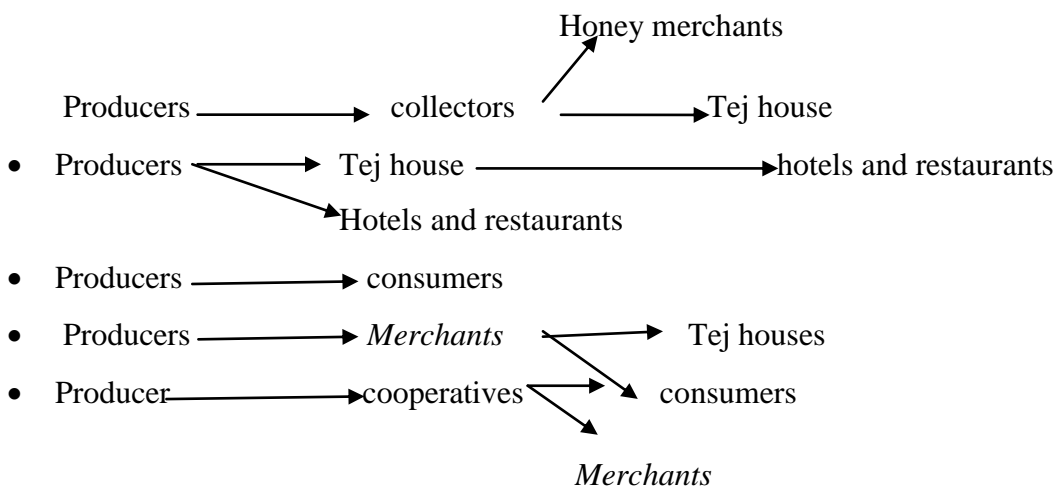


Figure 4. 3. Honey Market Channels in the Study Area.(Source own survey,2013)

According to the sample survey study most of the farmers (i.e. 80%) sold their honey as soon as they harvest among them 81% of said they use the income generated from sales for current consumption give different, reasons. But 20% of the respondents store their honey from 1-6 months to sale, 13% said because we afraid of waste of honey by family and while 6% le up to the honey price increases. This implies most bee keepers sell their honey when the price of honey market is cheap.

Market places in the woreda

There are different honey markets in the woreda. These markets are found in the woreda town and the others are found in the kebele centers. These are indicated as follows

Lalibela market: this is found in the town of Lalibela this market is a large market in which most sellers and buyers exchange (sell or buy) their honey from surrounding woredas and zonal towns, most honey transactions take a place in this market.

Bilbala town market: this market is found in northern Lalibela. It is far away from Lalibela about 32 kilo meters it is found at the center of honey production. Due to this potential a lot of honey transaction next to Lalibela takes a place.

Gelesot market: this market is found west of Lalibla about 48 kill meters from Lalibela. This market is also the center of honey potential kebeles in this market honey transaction takes a place next to Bilbala

Kulmesk market: this market is found south of Lalibela about 42 kill meters minimum honey transaction takes a place in this market.

In addition to these there are minimum markets in all kebeles but all market days are on Saturdays.

Doksa and Injafat markets: - these markets are found east of Lalibela they are far away from Lalibela 30 -117kilo meters respectively in these market honey transaction is minimum.

In addition to these there are minimum markets in all kebeles but all market days are on Saturdays.

In developed market specially marketing agricultural products is carried out based on organized and contractual agreement. This system is becoming more common in linking the producers and buyers. The mode of payment is also on cash/ loan through financial organization, but in the study area no contractual agreement between the two actors. According to the sample survey study 137 (100%) sample respondents sell their honey on cash without using financial institutions./cooperatives. This shows the level of honey market in the study area is not developed and it is at low level.



Figure 4.4 Bilbala and Lalibela Market

Source: Researcher Filed Observation 2013

4.7. Constraints of Honey Market in the Study Area

Ethiopia has a huge bee keeping potential. The country did not realize benefits from the sub sector until recently. The share of the sub sector in the GDP is not corresponding with the huge number of honey bee colonies and the country's potential for beekeeping (MOAR D, 2007). The low productivity of apiculture sector led to low utilization of hive product both domestically and in export earnings (NURU cited by Elias, 2007). Consequently, the country in general and the bee keepers in particular are not benefiting from the huge potential that exists in apiculture sub sector. There are ample opportunities which improve the sales potential of honey in Ethiopia in general and in the study area in particular. Despite this truth there are also a number of constraints hindering the productivity of bees and the marketing activities. Generally lack of apiculture products, access to market goods and services, weak support of institution, lack of appropriate technologies along with the knowledge of how to use technologies etc. are the major constraints that have resulted

in low production and productivities of bee keeping as well as high losses and wastages of the products(M.O.A.R.D; 2007).

(Komarek and Es Fani,2006 cited by NAADs,2000), mentioned that the main causes of poverty in rural areas are inadequate infrastructure and market information ,inadequate access to extension service ,finance and agricultural tools ,lack of suitable and inadequate rural infrastructure increase transaction cost. High transaction cost reduce market access and significantly reduce selling price (Heltberg and Tarpel,al, 2002,) recognition of the potential of markets as engine of economic development and structural transformation gave rise to a market-led paradigm of agriculture development during the1980s (Reardon and Timmer, 2005) one of the necessary condition to bring sustainable development in honey market is Increasing bee keepers access to rural roads and potential market for the supply of inputs required and marketing of bee products .In the remote areas where the potential for bee keeping is high .like in the study area often only a few poorly conditioned roads link the suppliers ,beekeepers ,bee equipment producers, government organizations technical assistance, markets and technological promotion centers etc.

In line with these the following are major constraints of honey market in the study area

1. Lack of Access to Marketing Extension.
2. Training Access.
3. Lack of proper market channels.
4. Access to Harvesting and Processing Equipment.
5. Availability of Business Oriented Strong Honey Producers Organization.
6. Lack of Credit Access to Bee keepers.
7. Distance from Credit Institutions.
8. Access to Other Institutions / Infrastructures.

4.7.1. Honey producers are not benefited from market Channel

As we assured from study producers sale their honey (relatively by cheap price) as soon as they harvested mainly due to lack of appropriate market channel. But other actors of honey market i.e. merchants and Tej houses purchase the honey and sale when the price of honey

is increase. By this system the producers are exploited by different merchants .According to the sample survey there is great difference between producers and retailers price of honey during high supply and to the opposite ultimately decrease of supply of honey to the market. There is maximum 30.15 birr and minimum 15 birr per kilogram and an average 23.90 birr difference this idea is supported by focus Group discussion and during interview. The detail indicated below.

Table-4.1.7. Honey price in the study area 2003/2004

No	Sample Kebele	Farmer sailing price during harvesting (high honey supply in the market)					Farmer sailing price during ultimate honey decrease in the market					retailers sailing price during ultimately honey supply decrease in the market				
		white	Yellow	Red	Black	Mixed	White	Yellow	Red	Black	Mixed	white	yellow	Red	Black	Mixed
1	Yimerha	54.42	29.2	37.36	73.84	33.26	73.84	44.68	50.57	15.15	50.68	87.63	63.78	61.3	21	52.52
2	Bilbala	59.47	33.42	35.89	74.84	30.33	74.84	50.64	49.1	38	48.85	90	66.66	61.3	50	40
3	Sorba	44.82	40	23.3	80.2	46.66	80.2	69	58	52	54.8	90.78	78.45	58.75	65.5	68.5
4	Gelsot	71.2	55	39.8	83.73	43.11	83.73	67.2	50.6	38.2	51.11	92.04	76.77	58.3	47.5	56.82
5	Shomsha	65.26	55.6	45	81.33	52	81.33	64.7	57.85	45.3	67.87	89.76	76.2	57.93	53.75	62.5
Total		298.7	213.22	137.01	393.94	205.36	393.94	296.22	266.12	188.65	273.3	449.43	361.9	304.65	237.75	280.34
Average		59.75	42.65	36.27	27.5	41.072	78.78	59.25	53.2	37.73	54.66	89.9	72.37	60.9	47.55	56

Source: Researcher Survey Conducted 2013

Table -4.1.8 Factors Affecting Honey Price in the Study Area

Kebele	Season of the year	Color and taste	Traditional ceremonies	Remarks
Yimerha	70%	5%	25%	
Bilbala	60%	o	40%	
Sorba	68.29%	19.5%	12.19%	
Gelsot	80%	4%	16%	
Shomsha	62.5%	3%	34.5%	

Source: Own survey, 2013

4.8. Access to Marketing Extension

Extension is the transformation of important ideas /skills to the targeted individual (social groups in order to improve their well being or lively hood. Based on this unless and other wise honey producers get extension service how to produce, how to manage and supply to the market they could not be competitive enough in the market. Now a day in the free market world without getting current extension service anyone could be competitive and successful. In line with this the extension service in the study area focuses (deals more how to produce honey), but it is possible to say honey marketing extension is forgotten, according to sample survey study among the respondents 130 of them (83%) respond as they are not getting marketing extension but 7 of them (17%) respondents are getting extension service. It indicates that the extension service focuses only on production. This idea is also supports by focus group discussion and interview. This shows that farmers without marketing knowledge could not fetch appropriate benefit from their product.

4.9. Training Access

Training has great contribution in changing/ developing an attitude/ skill level. It has significant importance especially for poor rural honey producers. In line with this there is shortage of training about honey marketing. According to the sample survey 100 (73%) among the respondents respond as they don't get training while 37 (27%) replied as they have got training. Generally both respondent agree that mostly trainings focus on honey production for farmers, who are interested to use modern bee hive and for those who are listed in safety net, the interviewed experts strengthen this idea that farmers who get training are either they have to be in list of safety net or they have to be youth and both of them should have interest to use modern bee hive. It indicates that the trainings focus only on production.

4.10. Access to Harvesting and Processing Equipment.

The other main constraint in the study area is lack of harvesting equipments and accessories and lack of honey processing materials to improve honey production and marketing. Most of the respondents respond they do have shortage of harvesting equipment like glove mask and smoker as well as they does not have honey extractor/presser. According to the sample survey 123 (90%) of the respondent sale their honeys without processing or sale in crude form only 14(10%) of them extract their honey by using hand. The reason why they do not extract their honey is 85(62.05%) respond because there is lack of extracting equipments because there is no input supplier either on cash/on loan base and 52(37.95%) respond there is shortage of know how.

The interviewed experts also support this idea that harvesting and processing materials are present in each Keble FTC. And farmers are able to use by asking from development agent since there is shortage of these equipments. And lack of know haw is also shortage of training and extension.

This indicates that as there is shortage of post harvest and processing equipment as well as lack of training which keeps honey quality to attract honey market in the study area. Both are bottle necks to the honey market in the study.

4.11. Absence of Business Oriented Strong Honey Producers Organization

The transformation of the food industry sector- spread of super markets. Changes in the procurement system, modernizing of processing presents big opportunity for small holders that are capitalized and organized. The private processing and exporting firms also do not like to buy directly from Individual small farmers because it will create them high transaction cost. Hence options are the brokers (whole

sellers, contract farming and honey producers' organizations or cooperatives), to use honey cooperative in the area as means currently there is no strong business oriented cooperative. There is an Infant and weak cooperative this organization has different problems as we observe during focus group discussion and according to the information which is collected in the interview they have shortage of capital, lack organizational capacity, members are a few in number, they do not have ware houses in the woreda and on their Kebele sites, generally they are not In opposition to invest required capital to collect honey, to process, pack and supply to the market. Based on this as sample survey respondents replayed most of the honey producers are not a member of this cooperative only 31 (23%) are members but 106 (77%) are not members (that is 20.9%) from the total honey producers (818) only 171 are members. It indicates that there is no strong farmer's organization which could be able to carry out the study area's honey market.

The existence of business oriented honey producers' organization is not important only for the linkage purpose, but it is also a ground for honey market chain integration, in this condition the farmers' organization has to be support by government and non government organizations in order to overcome its mission.

4.12. Lack of Access to Credit

Credit is an important source of investment. Honey producers and merchants who have access to credit could have better possibilities to invest in honey production and marketing activates so as to improve their income position and to overcome from their poverty. Farmers who have access to credit can minimize their financial constraint to buy inputs for honey production and to solve their problems in marketing activities. Hence it is hypothesized that access of households (honey producers) to credit increases in building sustainable market linkage but in the sample survey study the result shows beyond to this fact. Among the sample survey Respondents 47 of them (34.3%) said we access to credit for honey production while 90 respondents (65.7%) said we do not have access of credit for honey production. But 137 respondents (100%) respond we do not have access of credit for honey marketing. The interviewed experts and official also support this Idea due to different reasons.

4.13. Distance from Credit Institutions

When the distance between credit users and credit institution is near it has various advantages more of to save labor and time as well as to get credit extension etc. but on the contrary when the distance is remote the inverse will be true, based on this when we observe the distance between producers and

credit institution in the study area, most of the respondents travel on foot to the credit institution to get credit for honey production minimum 20 k.ms and maximum 42 k.ms, but some other producers travel more than 100 kilometers. It indicates that most of honey producers are far from credit institution.

4.14. Current Information Flow to Honey Producers

Market information is vital to minimize gaps and uncertainties that exist in the agricultural market. Lack of market information reduces the efficiency of the marketing system. Producers do not optimize their returns to investment. They also do not respond to price changes resulting from supply and demand variations. Lack of market transparency also restricts the development of honey economy. Availability of market information will help honey producers, traders and other actors to plan production operations and marketing decisions. It would also make a valuable contribution to improve government planning and policy making for the honey sector. According to the result of the study regarding access to market information the majority of the respondents do not get market information before they went out to sell their honey to the market 104 (75.9%) respond as they do not get but 33 producers (24%) respond as they get information and the source of information is from the nearby market and the frequency is also weekly. This idea is also supported by interview. This indicates the majority of producers are selling their honey without current information and market information is one of the constraints. Lack of easily accessible and formal market information, such as commodities/service quality and quantity requirements prices and delivery timing needs might be available to limited market participants. However for those at the lower levels particularly for honey producers, lack of formal market information could result in mistrust and weak relationships along the chain and might have contributing factor in decreasing the efficiency of the transactions.

4.15. Access to Other Institutions / Infrastructures

Regardless of its quality the honey producers need infrastructures like road, telephone electricity, warehouse, credit institutions, extension and training centers etc. are crucial factors for agricultural marketing especially for honey market. In line with this in the study area telephone, electricity honey warehouse are not available in most of the rural Kebeles but some are present in limited level. According to the sample survey regarding road access 134 producers (97.8%) respond there is primary road (most of them serves only for summer) but among them 90 producers (65.69%) respond it does not serve them for transporting honey to the market due to lack of regular transportation while 3(2.2%) respond as they are getting access to road. The detail about infrastructures is indicated below

Table-4.1.9. Access to Institutional Supports of the Respondent

Variables	Have A access		Haven't Access		Remark
	Responses	%	responses	%	
Road	134	97.8	3	2.2	65.69% do not use
Travel on foot for Honey market	34		103	75.2	
Extension service	7	17	130	83	
Training service	37	27	100	73	
For production	47	34.3	90	65.69	
For honey market	0		137	100	

Source; own Survey, 2013

4.16. Opportunities of Honey Market

4.16.1. Increase of Production Base

The study area has long last experience in honey production however the existing situation is not at the extent which ought to be. To bring appositive change through maximizing production a joint effort along the actors has to be in placing it is apparent that the productivity of honey and other products is relatively low. The productivity varies with the type of the technology and seasons of the year. The productivity Increases during wet season and vice versa, In general Even there are different factors which limit honey production, honey colony and production have shown continues Increment according

to the sample survey study 112 (81.75) of the respondent said the honey colony and production had increased while 17 (12.42%) said it has shown fluctuation, 8 (5.83%) said it has shown decline. The idea of an increment of honey is also supported by focus group discussion. The increment of colonies is also shown significant change according to sample survey traditional, transition and modern be hives increase respectively from 843 to1142, from 53 to 109, and from 120 to 232. This indicates honey production potential has Increase opportunity which will be fertile ground for honey market.

Table 4.1.10 Honey Colony Increment in Sample Respondents

No	Sample kebele's	No of sample Resp.	2002			2003			2004			2003/2004 Average income
			Traditional	Transition	Modern	Traditional	Transition	Modern	Traditional	Transition	Modern	
1	Yamaha	20	218	7	17	281	17	26	324	24	36	1614
2	Billbela	20	237	7	4	242	7	7	247	9	11	1357
3	Sorba	41	146	13	42	185	24	48	205	37	74	1066.75
4	Gelesot	25	89	13	36	120	16	44	127	26	67	1110
5	Shumha	31	153	13	21	214	11	28	239	13	44	1642
Total		137	843	53	120	1042	75	153	1142	109	232	

Source: own survey 2013

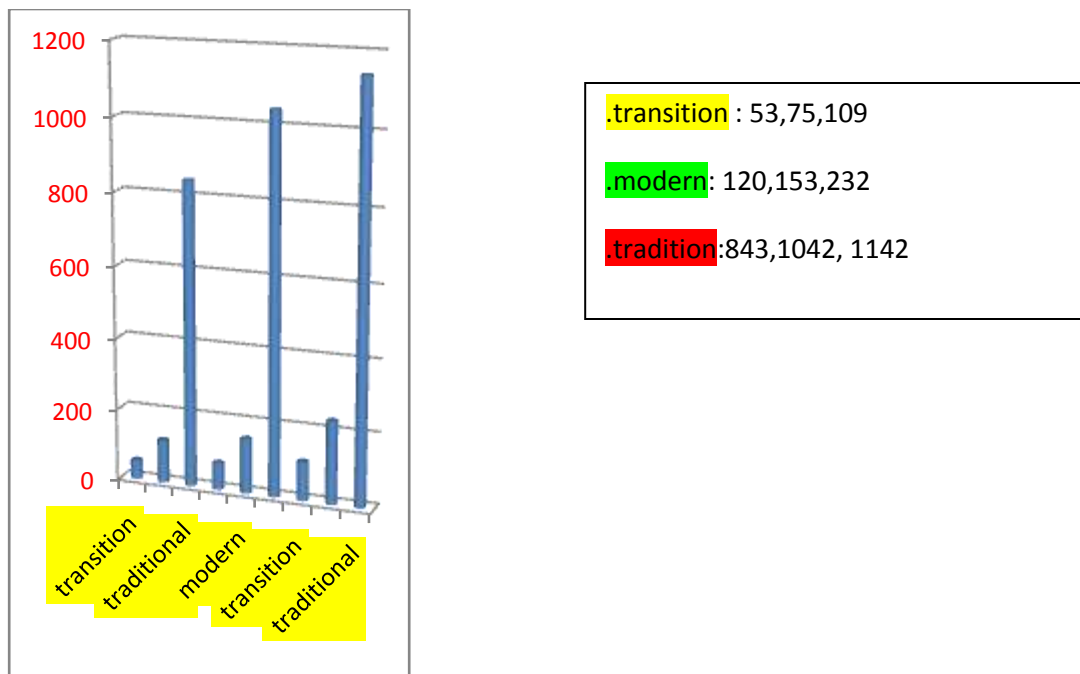


Figure 4.5 Honey Colony Increment in Sample Respondents

4.16.2 Unemployed youths are Under Organization

The government is taking the initiative for supporting unemployed youth to organize and take part in different functions of honey and other products which could be an asset for technology dissemination pertinent to honey and bees hive management, consequently to improve production and marketing in the area. This is because youths are ready to perceive new innovation than other small holder farmers; moreover, it is also an asset creating job opportunity for them in order improving their lively hood in the study area. The rural youths are organizing in honey production and marketing, this organized system has three major advantaged.

- ❖ The organized youth will increase their benefit from selling honey, bee wax and colony
- ❖ The honey production and marketing condition will be improved.
- ❖ Strategically technological dissemination will be fastening. This in turn increases production and marketing.
- ❖ Natural environmental will be sustainable. In line with this for the past 2 year 923 youth organized in 42 groups (L w A O, 2012)

Table 4.1.11 Unemployed use organized in honey production

No	members and activities	2002/2003	2003/2004	Total	Remarks
1	Numbers of members	340	583	923	
1.1	Male	296	522	818	
1.2	Female	4	61	65	
2	Number of group	15	27	42	
3	Number of colony	268	464	732	

Source: Lasta Woreda Agriculture, 2005 E.C



Figure 4.6 Debrelozkebele organized youth in honey production

Source: researcher observation on sites 2005 E.C.

4.16.3 Role and Performance of Tourism In relation to honey market in the study area

Tourism deals with the movement of people from their normal residence for holidays, recreation and leisure activities, business meetings visiting relatives and other purposes. International tourism involves persons traveling to different while domestic tourism is persons movement within their Owen country, tourism had significant economic and social benefits which include, among other things, foreign exchange earnings, creation of employment, generation of revenue for the government, integration of national cultural and societies, and these days the tourism sectors is one of the major economic sectors in the world and is expanding at a steady rate. The study area is endowed with natural and manmade historical attractions which could be the basis for vibrant tourism industry if it complemented with

standardized supporting service. Recognizing the crucial role of the sector in economic development the present government of Ethiopia gives due emphasis to the sector. The flow of tourism to Lasta has multiple advantages, one of the advantages is they purchase or consume agricultural production like honey. According to the interviewed hotels and tej houses most of the tourists were interested to use honey product in one or other way. Lasta honey is known by its natural organic (moisture content) and the flow of tourists to Lasta is one opportunity for honey market.

Table4. 1.12. The Flow of Tourists In relation to honey market

NO	Year	Ethiopian	Foreigners	Total	Income	
					From Ethiopian	From foreigners
1	2000	6784	21641	28425	4857344	37936673
2	2001	8445	23597	32042	6046620	41365541
3	2002	10875	25225	36100	7772602	45819050
4	2003	14149	35169	49318	10161284	67129869
5	2004	15492	35437	50929	83314011	11190562
Total	5 years	55725	141069	196794	112151861	203441695

Source; Lalibela tourism office 2013

4.16.4. Annual Festivals and their Contribution to Honey Market

These days Gena is another opportunities for honey market in the study area. Every year a lot of people flow to Lasta- lalibela and the surrounding historical and natural sites. This paved the way for the increase sale of honey/tej/birth to foreign and domestic guests, merchants as well as local people

Table 4.1.13 The Flow of Tourists/ Gusts to Lasta and their contribution to honey market.

NO	Years	Number of gests	Remarks
1	2002	90,000	
2	2003	111,000	
3	2004	158,000	
Total		359,000	

Source; Lalibela tourism office 2005 E.C

To check whether there is opportunities an increment /decrement of demand of honey /tej/ birth due to inflow of Gusts in toLasta-Lalibela to celebrate Gena, Interview have been conducted on hotel, restaurants ,tej houses and honey merchants. The result showed that 89% of the respondents assure as there is demand increment of honey in solid/liquid form during this season. The source of honey for these service organization is 61.54% from producer and 38.46% from different intermediaries .This indicates there is a good opportunity of honey market more of for hotels restaurants, tejhouses and for other intermediaries. Had it been well organized farmers /other intermediaries/, it could have been a good source to generate more revenue from the honey merchandise.

4.16.5 Service Sector and Honey Market

The growing development of the town of Lalibela, witnessed a growing number of service providers such as hotels, restaurants, snack house and the local ‘Tej’ producers and retailers. Together with this there are large number of guests coming to the town for different proposes such as visiting historical places and conducting conferences .The growth in the number of guests and the increase in the service sector, becomes a fertile ground for the development of the honey market in the study area

Table4.1. 14 Number of Service Providers

No	Title	Number	Remarks
1	Hotels	26	
2	Restaurants'	19	
3	Grocery	31	
4	Bares	8	
5	Food and beverage houses	30	
6	Café (snacks)	30	
7	Supermarkets	25	
8	Total	169	

Source: Lalibela trade and industry office 2013.

As sample study during interview indicated the form of consuming honey in hotels ,restaurant ,bars etc the majority of foreign tourists wants honey with bread break fasts but Ethiopian tourists wants it in liquid form. The contribution of honey market for these organization have significant role.

Table-4.1.15Honey Merchants and Tej house owners

Sex of household heads	Number of house hold	Percent (100%)
Male headed house hold	3	10.34
Female headed house hold	26	89.66
Total	29	100

According to the data collected from trade and industry of Lasta- Lalibela most of tej houses and honey merchants are female headed .This indicates the honey market is a good employment and income generating sub sector for female headed households. In the study area.

4.16.6 The Role of Integration Apiculture Development with Natural Resource Conservation in Relation to Honey Market.

With regard to this the woreda administration in collaboration with NGO like plane international Ethiopia and ORDA has given due attention to integrate the natural resource conservation with apiculture and honey market development. According to Lasta woreda agriculture office around 168 water sheds soil and water conservation work have been done and closed as well as integrated with honey production and marketing and they are on the way of regenerating its natural resource. In relation to this to improve the honey production and marketing potential in addition to individual bee keeper's bee splitting activities two splitting centers have been established by the government in two water sheds. The above two NGOS are trying to strength bee keepers honey market cooperative. Thus integrating the honey production and marketing with natural resource rehabilitation in collaboration of government, NGOS and local people will create sustainable honey market opportunity for the study area.



Figure 4.7DebreLoza Bee Splitting Center

4.16.7The Constructions of Honey Museum and Its Future Role In honey Market

Honey museum is under construction in Lalibela the objective of this construction is to improve the production and marketing of honey and also serves as a base for further research. According to Lasta woreda administration, this museum will open additional opportunity for the study area due to the following reasons

1. It will encourage production/productivity of the honey and other honey products.
2. It will add value for same products like honey, bee wax, porpoise, bee venom, royal jelly, bee brood and other products.
3. It will serve for further research to improve honey production and marketing in the study area.

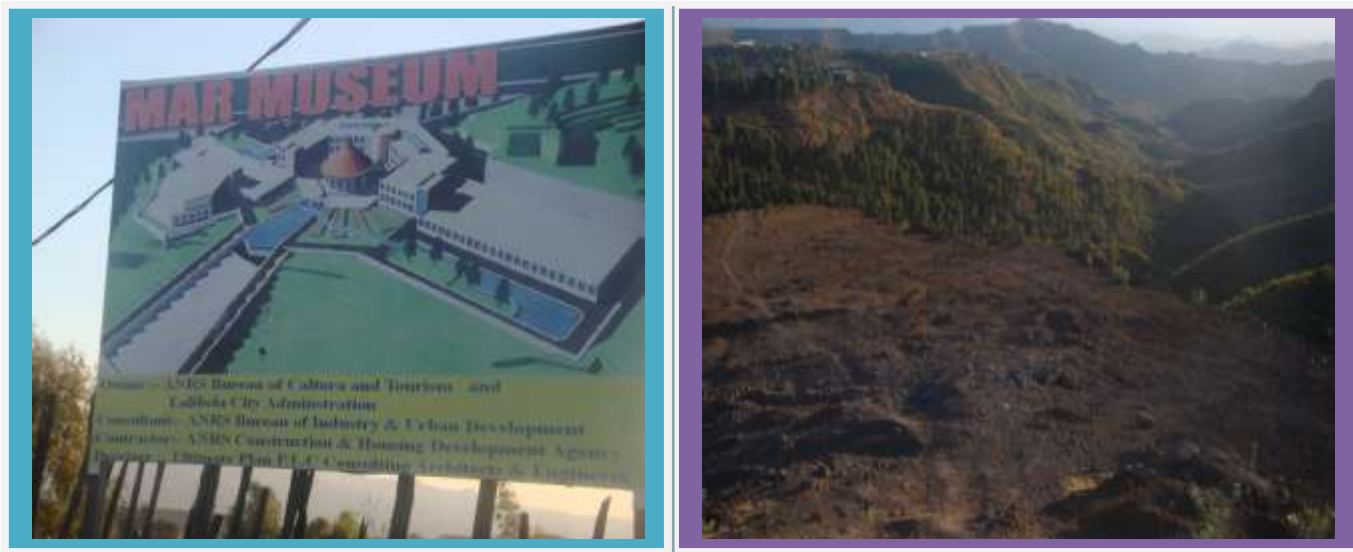


Figure 4. Honey Museum; under construction in lalibela

Some list of opportunities about honey market in the study area has been incorporated in the questionnaires for 137 bee keepers selected in sample kebeles. In line with this their response was summarized in table 4.1.15 below

Table 4.1.15 List of opportunities in the study area

	List of market opportunities in the study area	Numbers of participants	percent
1	Price increment trend	55	40.15
2	Increase meant of tourism and guests	30	21.90
3	Increase of production supply to the market	35	25.58
4	Increment of support GOS & NGO to honey production and marketing	10	7.30
5	Increase of society honey purchasing power and habit	7	5.10
6	Improvement of infrastructure	0	0
7	Improvement of extension and training	0	0
8	Others	0	0
9	Total	137	100

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Agricultural income is the primary income for house hold in the study area. Honey production and marketing in Lasta has long period experience due to different manmade and natural factors. .Incase of this year after year beekeepers, bee hive with colonies, honey production and income which generate from apiculture production and marketing are increasing. Thus honey production and marketing is playing a significant role on the household's livelihood .The objective of this research has three objectives. These are :- First to asses analysis and to identify the situation /level/ of honey market, Second To Identify the main constraints of honey market, Thired To Identify the possible opportunities of honey market.

Regarding the first objective there are 6 main honey markets, in the Woreda these are Lalibela, Billbal, Kulemusk, Gelesote, Injafate and Doksa. The level of honey market Based. On the main indicator: are honey harvesting and post harvesting material for storage and transportation , sale and purchasing materials were Identified as back word and in covenant (do not use kilo). In addition to this they are not safe from flies, the measurement system is also carried out by inserting hands(mostly not well cleaned), means of transportation honey to the market is by human labor, there is no flow of current market information to bee keepers, basic rural market structures like telephone, electricity, ware house, financial institutions and road for transporting honey to the market are absent (only road is at low level), market channel in private sector is not developed as well as all bee keepers are not organize to developed market channel. .All these stated above and other shows how far the level of honey market is underdeveloped. Thus over all the system is inefficient characterized by in adequate honey market services and as the result producers remained with little return from the sale price of their honey sold at the market.

The second objective is to investigate and identifying major factors affecting honey market in the study area. In this case major constraints of honey market are identified as follows: Lack of honey market extension and training, lack of credit access to honey market, lack of honey harvest and post harvest materials (more of honey extractor) and know how. Lacks of business oriented farmers organization (.weak and at infant stage) and all producers are not organized in honey cooperative marketing. Lack of appropriate market channel, lack of market infrastructure and etc. are influencing factors which hinders honey producers in the marketing process,

Generally all constraint stated above were significantly influencing the honey market process negatively

The third objective is to identify the possible opportunities of honey market in the study area. These are push factors both for producers and other market actors. In line with this the following opportunities are identified. These are the increment hives and honey production in the study area for the post 3 years, organization of unemployed youth in honey production and marketing. The increment of tourism and guest to celebrate annual festival (Gena) in to the study area .The integration of honey production and marketing with water shed soil and water conservation system. In addition to this the service giving private and public organization which uses honey for their service are increasing and the construction of honey museum /fabrica (under construction) are opportunities for honey production and marketing that facilitate promoting honey marketing and enhance the sub sector

5.2. Recommendations for future interventions and research

This section presents the possible recommendations for future Intervention measures which are aimed at improving honey production and marketing systems in the study area and along the honey marketing. Based on the findings the following measures could be recommended to improve the undeveloped market system ,to overcome the constraints and to widen the possible opportunities the following recommendations were for worded . Problems faced honey producers are various and the recommendations given bellow cannot be addressed all by a single organization. Thus the various actors (regional and district agricultural offices, research institutions, honey processors and exporters, NGOs working in apiculture subsector input and credit suppliers etc).Need to work in close collaboration to address these problems and implement appropriate intervention measures. The specific recommendations that could be given on the basis of this study include the following but not limited to. Though the country is rich in honey production it has remaining still food insecure. Research findings conducted in Ethiopia have indicated that income of obtained from honey production is insignificant. In regard to this the study area producers are relatively similar. In this case well developed market channel has to be build in order producers to fetch reasonable income.

- To improve the low level of honey post harvest materials like storage and transportation sail/purchase should have provide through cooperatives either on cash/on loan for main actors

of honey market more of for beekeepers. In addition to this training and extension has to be given about the overall honey market system

- The infant honey market cooperative has to be supported and strengthened by relevant sectors and NGOs in order to fulfill its mission. In addition to this all beekeepers should have organized under this cooperative.
- **Taking the marketing channels adapted in the study area into account, I have tried to assess which actors are benefiting** more from honey production and marketing by computing the price margin. Accordingly the traders are benefiting a better profit in a short period of time whereas the producers who take care for a long time by investing their resources are getting less, one reason seems information imperfection is pervasive in the study area. Therefore local government (woreda agriculture office, Woreda cooperative organizer office, woreda trade and industry office) should provide the necessary formal current market information regularly that could help producers optimize their profit.
- **Infrastructures** the infrastructure condition like road, electricity, telephone, warehouse financial institutions etc in the study area are very poor as compared to other developed neighboring districts. To improve these poor marketing conditions woreda, regional and federal governments have to give due attention by mobilizing government and non government resource and public labor step by step based on honey market prioritization.
- **Credit access** is another constraint as the finding revealed there is limited credit for honey production but not for market. Thus the woreda government has to focus to give credit for honey market in the nearby centers of honey producers and market actors.
- There are some merchants who are running to decrease the quality of honey by mixing unnecessary products to get more profit. In this case they are hindering the image of organic honey, therefore the woreda government has to design certain controlling mechanism in order to keep the image of quality of Lasta honey in the market process.
- Some measures also have to be taken to exploit more the honey market opportunities in the study area .i.e. there must be integration among tourism office, cooperative organizer office and agriculture office to link honey market with tourists and Gena guests. In addition these promotion activities have to be done about the quality of Lasta honey, to build a good image and to widen the honey market opportunity.
- The started positive movement of the Woreda government in integrating water shed soil conservation with honey production and marketing development has to be given more attention and continue to increase the honey production and marketing potential

- Organizing the unemployed youth in closed water sheds, establishing and consolidating bee splitting centers and integrating honey production and marketing with the long run objective of honey museum/fabrica etc has to be give due attention for the sustainable honey production and marketing in the study area.
- Lastly, as the study area has a huge potential for organic honey production and marketing opportunities, Further research should be done to investigate the feasibility of organic and fair-trade certification and their impact on small scale bee keepers.

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Part II socio, economic factors (Reasons)

2.1 For how long did you participate in honey production? _____

2.2 How many bee colonies you owned for the last 3 years (2002—2004)?

No, colonies	2002	2003	2004	Total
Traditional				
Transition				
Modern				
Total				

2.3 For the past consecutive three years (2002—2004) what is the trend which supplied to the market? o1

=Increased, o2=decrease, o3=No change, o4 Fluctuation

2.4 Are you a member of honey cooperative?

O1=yes, O2=No

2.5 In question number 2.4 If your answer is No what is the reason behind it? _____

2.6 In Question number 2.4 if your answer is Yes what is the contribution of your co-operative in supplying your product to the market and so on? _____

2.7 Most of the time what is the color of your honey production?

O1 = white color O2 = yellow color O3 = red color O4 = black color O5 = mixed color

2.8 Do you sale your honey? O1 = yes O2 = NO

2.9 In question No 2.8 your answer is yes what share of the honey produced is sold%? _____

2.10 In Question No 2.8 If your answer is yes what percent of your production do you sale? _____

2.11 What happened to the rest of honey not sold? _____

2.12 Do you strain your honey? O1= Yes O2= No

2.13 If No, question number 10, what is the reason behind it?

O1 = Lack of straining materials O2 = Lack of knowhow O3 = the buyers do not prefer it

O4 = because the volume of honey will decrease & I want to sell crude honey

O5 = If others (specify it) _____

2.14 If your answer is yes for question 2.13 what kind of extractor do you used?

O1= honey extractor, O2= honey pressure, O3 = by using cloth, O4= by using honey finer O5= by using wine presser, O6= by using hand

2.15 For the past 2003, 2004 production year how much income does you have earned?

2.16 From your annual family expense what percent do you cover from honey production and marketing?

2.17 Do you store your honey after harvest? _____

2.18 If your answer for question No. 2.17 is yes, what is the reason behind it (multiple answer is possible)

01 = Buyers want to sell soon and use money

02 = Decrease the price of honey during harvesting, and the coming seasons.

03 = If I store it will waste by families and relatives

04 = State if others -----

2.19. If your answer for question No. 2.17 is yes for how long do you store ?

01 = 0-6 months, 02 = 7-12 months, 03 = 1-2 years, 04 = 2 years above.

20 your answer for question 2.17 is yes what is the reason behind it?

01 = because the price of honey will increase. 02 = because lack of transportation

03 = I want to give for friend and relatives. 04 = State if others -----

2.21 do you have lack of honey storage equipment? 01 = Yes 02 = No

2.22 If your answer for question 2.21 I don't have shortage of honey equipment what type of material do you use

No	Types of honey storage materials	I use most of the time	I use to some extent	I use rarely	Problems when I use this materials
1	Earthen pot				
2	Guard				
3	Tin				
4	Plastic containers				
5	Plastic container				
6	Sack				
7	Others				

2.23 during honey harvesting what is an average price of one k.g of honey?

01 white color _____ birr / k.g 02 = yellow color _____ birr / k.g

03 = Red color _____ birr / k.g 04 = Black color _____ birr / k.g

05 = mixed color _____ birr / k.g

2.24 When the supply of honey ultimately decrease what is the price of 1 k.g of honey?

01 white color _____ birr / k.g 02 = yellow color _____ birr / k.g

03=Red color _____ birr /k.g 04= Black color _____ birr / k.g

05=mixed color _____ birr /k.g

2.25 When the supply of honey ultimately decrease what is the price of 1 k.g of honey?

01 white color _____ birr/ k.g 02 = yellow color _____ birr / k.g

03=Red color _____ birr /k.g 04= Black color _____ birr / k.g

05=mixed color _____ birr /k.g

2.26 Main honey byres in accordance to their participation

No	Honey buyers	Price	The level of participation
1	Tej brewery		
2	Retailers		
3	Whole sellers		
4	Honey market cooperatives		
5	Direct consumers		
6	State if others		

2.27 What are the main honey market channels? -----

2.28. What are the materials that you used to transport honey to the market?

01= by using human labor,02= by using animal labor 03= by using vechiles,04= stat if others ----

2.29 If there are problem to transport honey to the market could you state them?

2.30.Is there measurement and price different for the same quality of honey in different market place of the worda? 01= yes, 02= No.

2.31 If your answer for question No.30 is yes what are the problems?

2.31.1 What are problems in relation to price? -----

2.31.2What are problems in relation to measurement? -----

2.32. Did you get current market information before you sale your honey?- 01= yes, 02= No.

2.33If your answer is yes for question No.32 where is your source of information?

01=From radio, 02= from ministry of agriculture, 03=from honey market cooperative,04 from neighbors,05=from nearby market ,06= state if there are other source. _____

2.34.If your answer is yes for question No.32, how far was its frequency?

01=Dailey, 02= once a week,03=once month ,04=once a year,05=state if others _____ -

2.35. If your answer for question No.34 is yes, which level of information did you get?

01=nearby market information, 02=worda market information, 03=Zonal and regional market information, 04=National level market information

2.36. For the past 3 consecutive years (2002-2004) what is the trend of honey price?

01=Showed increasing function,02= Showed decreasing trend,03=did not show change,04=Showed fluctuation

2.37 What are factors to increase /decrease honey price?01=Season of the year,02=taste and color of honey,03=cultural festivals,04=distance from market,05=State if others_____

2.38. Who determine the price of honey in the market?

01= bee keepers, 02=honey buyers, 03=demand and supply,04=state if others_____

2.39. What is the mode of payment in honey market? 01=on cash,02=on loan,03=State if other_____ -

2. In situational Factors

3.1. What market infrastructures are available in your area (multiple? answer is possible)

01 = Road 02 = Ware house 03 = Tele pone service 04 = Electric power

05 = other (specify) _____

3.2. How far they are accessible and effective in supporting your honey marketing?

01= poor access & less effective 02 = higher access & more effective 03 = medium & e ffective

3.3. What is the distance from your resides up to the market to travel on foot?

01 = Minimum _____ hours single tripe, in k.m _____ single tripe

02 = maximum _____ hours single tripe, in k.m _____ single tripe

3.4. Where is most of your honey market place?

01 = In the kebele market 02 = nearby local market

03 = In the woreda market (Lalibela) 04 = Out of the woreda market

3.5. Did you have extension contact with extension provider in relation to the honey market?

01 =Yes 02 = No

3.6. If your answer is Yes to question number 3.5, how often the extension agent contact with you?

01 = weekly 02 = once in two weeks 03 = monthly

04 = any time when I ask 05 = specify if other

3.7 Who is your source of extension? -----

3.8. Hove you got training on honey marketing? 01= Yes 2 = No

3.9. If yes for question No.3.8 was the training enough? 01=yes, 02=NO

3.10 If your answer is yes for question No.3.8 who is the source of training?

01 = From MOA extension agent, 02 = From co-operative organizer extension, 03 = From NGO ,

4, If other, specify_____

3.11. Do you have access to credit service for honey production and marketing?

3.11.1For honey production, 01 =yes, 02=No.

3.11.2For honey marketing,01= yes, 02=No

3.12If your answer is yes for question 3.11 who is your source of credit?

01 =From individuals,02= From cooperatives,03=From microfinance

04= state if others_____

3.13.. How long does it take to travel on foot to the nearest credit center?

01 = Minimum _____ hours & _____ k.m 02 = Maximum _____ hours & _____ k.m.

3.14. What are problems in relation to credit?_____

4. Major constraints & recommended solutions of honey market

4.1.In the woreda what are the main honey market constraints?

No	List of constraints	Most important	Important	Less important
1	Lack of extension			
2	Lack of training			
3	Lack of road & transport.			
4	Lack of current market information			
5	Lack of credit			
6	Lack market channel			
7	Lack of strong honey market cooperative			
8	Scattered living condition of farmers			

4.2.Based on the above market constraints what must be done to improve marketing condition and by whom to be taken?

No	Constraints	Recommend solution	By whom?
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			

4.3. What are opportunities for honey market development in the study area? (Ranks can be repeat)

No	List of opportunities for honey market development in the study area.	Rank				Justification
		1	2	3	4	
1	Price increment trend					
2	Demand increment trend					
3	Increment of tourism and purchasing habit					
4	Increment of society purchasing power and habit					
5	Improvement of transportation and other communication access.					
6	Increment of market information access					
7	Increase of production and supply to the market					
8	Increment of NGO in honey production and marketing.					
9	Increment of GO(government support and coordination)					
10	Increment of training and extension in honey marketing.					

4.4 State if there are other opportunities and constraints in relation to honey market. _____

Appendix II. Questionnaire for focus group discussion

Dear participants of focus group discussion members.

First & for most I would like to thank you in advance for your willingness to come together and to provide your valuable ideas with group. Without your participation the purpose of the study will not be achieved. This focus group discussion is prepared to identify the honey market, constraint and opportunities. The information you provide will be solely used for academic purpose. Thus you are kindly requested to provide genuine information.

“Thank you for your cooperation in advance”

1. General demographic factors

Instruction: Answer the questions by thick mark after you list

	Background information	Name					
1	Sex Male						
	Female						
2	Age 18-29						
	30 – 64						
	>64						
3	Marital status						
	Married						
	Single						
	Divorce						
	Widowed						
4	Level of education						
	Illiterate						
	Read & write						
	Primary education						
	Secondary education						
5	Main occupation						
	Bee keeper						
	Tej brewery						
	Honey trader						
	Honey cooperative committee						

6	Experience						
	Up to 10 years						
	11 – 20 years						
	21 – 64						
	>64						

2. Socio - economic factor

2.1.How is honey production and supply to the market for the past three years 2002 -2004? 01 = Increase 02 = decrease 03 = stable 04 = fluctuate

2.2.What is the contribution of honey for bee keepers livelihood?01=have great contribution ,02= medium contribution ,03= less contribution

2.3.How many of you are a member of honey cooperative?_____

2.4.What is the contribution honey market co operative for bee keepers? _____

2.5.Mostly do bee keepers sale their honey after strain/not after strain?

01=by strain, 02=not strained.

2.6.If your answer for question 2.5 they do not strain what is the reason be

hindit?_____

2.7.If your answer for question No.2.5 is yes they strain, what are the materials they used?_____

2.8.Where is mostly honey market in the worda?_____

2.9.What is the means of transporting of honey to the market?_____

2.10, How much time does it take to honey market for bee keepers?_____

2.11 Do bee keepers lack container to transport honey to the market? 01=yes, 02 =No.

2.12Is there other problem in transporting honey to the market?_____

2.13who are the main buyers of Honey in the area? _____

2.14 Do you have Contractual Agreement with producers /merchants? 01= YES, 02= NO.

2.15 If your answer is yes for Questions No 2.14 state the types of agreement? _____

2.16. If your answer is No for Questions No 2.14 Do you want to inter contractual agreement next?

2.17What seems honey channel in the worked? (From producers to where)?

2.18 Is there price difference for similar honey in different market place of the worda?

2.19If there is difference what is reason behind it?_____

2.20 Is their measurement difference in different market place of the worda?_____

2.21If there is difference what is the reason behind it?_____

2.22Is there problem due to difference of price and measurement?_____

2.23 If your answer for question 2.22 it has problem, what is the problem

2.23.1 In relation to price _____

2.23.1.1 In relation to measurement _____

2.24 Do bee keepers get market information of honey? 01=yes, 02= No.

If your answer is yes,

2.24.1 Where do they get? _____.

2.24.2 What is its frequency? _____

2.25 What is the factor s which influence honey price? _____

2.26 Who determines honey price (buyers /salaries) _____

2.27 During honey harvesting what is an average price of one k.g of honey?

01 white color _____ birr/ k.g 02 = yellow color _____ birr / k.g

03=Red color _____ birr /k.g 04= Black color _____ birr / k.g

05=mixed color _____ birr /k.g

2.28 When the supply of honey ultimately decrease what is the price of 1 k.g of honey?

01 white color _____ birr/ k.g 02 = yellow color _____ birr / k.g

03=Red color _____ birr /k.g 04= Black color _____ birr / k.g

05=mixed color _____ birr /k.g

2.29 During this time what is retailer's price per k.g

01 white color _____ birr/ k.g 02 = yellow color _____ birr / k.g

03=Red color _____ birr /k.g 04= Black color _____ birr / k.g

05=mixed color _____ birr /k.g

Institutional fact

3.1. What market infrastructures are available in your area (multiple answer is possible)

01 = Road 02 = Ware house 03 = Tele pone service 04 = Electric power 05 = other (specify)

3.2. How far they are accessible & effective in supporting your honey marketing?

01 = poor access & less effective

02 = higher access & more effective

03 = medium & effective

04 = if others specify

3.3. What is the distance from your resides up to the market to travel on foot? 01 = Minimum

_____ hours single tripe, in k.m. _____ single tripe

02 = maximum _____ hours

single tripe, in k.m. _____ single tripe

3.4. Where is most of your honey market place? 01 = In the kebele market 02 = nearby local

market 03 = In the woreda market (Lalibela)

04 = Out of the Woreda market

3.5 Did you have extension contact with extension provider in relation to the honey market?

01 = Yes 02 = No

3.6 If your answer is yes for question 3.5 Yes, what is its frequency?

01= Weekly 02= with two weeks 03= In a month 04= stat if others

3.7 Most of the time who is the source of extension ? _____

3.8 What is the focus of extension service ? _____

3.9 Do bee keepers / other actors get training? 01= Yes 02= No

3.10 If your answer is yes for question 3. who is the source of training

3.11 If your answer is yes for question 3.9 was the training enough / Not ?

01== Yes it was enough, 02= No it was Not enough

3.12 If your answer is Yes for question 3.9 it was not enough do you want additional training 01= Yes
02 = No

3.13. Do you have access to credit service for honey production and marketing?

3.13.1 For honey production 01 = Yes 02 = No

3.13.2. For honey marketing 01 = Yes 02 = No

3.14 To reach from credit in situation for how long do you travel on foot?

01 = Minimum _____ hours and _____ k.m

02 = maximum _____ hours and _____ k.m

3.15 Mostly who is your source of credit ?

01= private creditors, 02 = cooperatives, 03= Micro in situation 04 = state if others

3.16 what are the major consternates in the woreda for honey market _____

3.17 To solve the above problems what measure has to be taken and by whom?

List of problems	solution	by whom
1 _____	_____	_____
2 _____	_____	_____
3 _____	_____	_____
4 _____	_____	_____
5 _____	_____	_____
6 _____	_____	_____

3.5. How do you transport honey to the market?

01 = By using human labor 02 = By packed animal labor 03 = By using vehicle 04 =
specify if others _____

3.6. What are the problems in transporting honey to the market? _____

3.7. Did you have extension contact with extension provider in relation to the honey market?

01 = Yes 02 = No

3.8. If your answer is yes to question number 3.7, how often the extension agent contact with you?

01 = weekly 02 = once in two weeks 03 = monthly 04 = any time when I
ask 05 = specify if other _____

3.9. Who is your source extension? _____

3.10. What was the extension advice on?(multiple answer is possible) 01 = about
honey management 02 = about honey production 03 = about honey
marketing 04 = specify if other _____

3.11. Have you got training on honey marketing? 01 = Yes 02 = No

3.12. If yes question No.3.11, where did you get from? 01 = From
MOA extension agent 02 = From co-operative organizer extension 03 = From NGO
04 = If other specify _____

3.13. Do you have access to credit service for honey production and marketing?

01 = Yes 02 = No

3.14. How long does it take to travel on foot to the nearest credit center?

01 = Minimum _____ hours & _____ k.m.s 02 = Maximum _____ hours & _____ k.m.s

3.15. Who is your source of credit ? 01 = From private source 02 = From co-operatives
03 = From microfinance institution

04 = If others _____

3.16. What are major constraints of honey market? _____

3.17. What are recommended solutions for constraints of honey market? _____

3.18. What are opportunist for honey market development in the woreda? _____

Appendix III interview guide for government & NGOs experts /officials**MEKELE UNIVERSITY****COLLEGE OF BUSSINESS & ECONOMICS****DEPARTMENT OF MANAGEMENT & DEVELOPMENT STUDIES PROGRAM.**

DEAR INTERVIEWEES: first & for most I would like to thank you in advance for your willing to give your valuable ideas. Without your participation the purpose of the study will not be achieved. This interview is prepared for the purpose of study on honey market constraints & opportunity in Lasta woreda. The Information that you are going to provide will be used only for academic purpose. There for you are kindly request to provide genuine information.

“Thank you for your cooperation in advance”

1. GENERAL INFORMATION

INSTRUCTON: Answer the question by circle the appropriate answer|except rare cases.

1.1.Name of interviewee _____ fathers name _____

1.2.Sex : 01 = MALE 02 = FEMALE

1.3. Age 01 = 18-29 02 = 30-45 03 = 46-64 04 = >64

1.4. Marital status 01 = married 02 = single 03 = divorced 04 = widow

1.5. Level of education 01 = secondary education 02 = diploma 03 = degree

1.6.Name of your organization 01 = Governmental 02 = NGO

1.7.Main occupation & status in your office :

01 = Expert 02 = head of department 03 = head of office

1.8.Specialization 01 = honey production and management 02 = honey value chain 03 = small scale enter price and organization 04 = Development agent

1.9. For how long have you been in the study area (Lasta woreda)?

2. Socio-Economic factors.

2.1. How is honey production & supply to the market for the last 3 years (2002-2004)?

01 = increase 02 = decrease 03 = stable 04 = fluctuate

2.2. What type of honey is harvesting in the woreda?

01 = white 02 = Yellow 03 = red 04 = black 05 = mix

2.3. Did the beekeepers strain their honey? 01 = yes 02 = No

2.4. If the answer for question No.2.3 is No, what is the reason behind it? _____

2.5. If the answer for question No 2.3 is Yes, what are the materials thy use?

01 = Honey extractor 02 = Honey presser 03 = using cloth 04 = by hand
05 = state if others _____

2.6. What are the means of transportation of honey to the market?

01 = By human labor 02 = By packed animals 03 = By vehicle

2.7. Are there other problems in transporting honey to the market? 01 = Yes 02 = No

2.8. In question no 2.7 if your answer is yes, what are the problems? _____

2.9. Who are the main buyers of honey in this woreda? _____

2.10. How long does bee keepers travel on foot to the market from their residence?

An average _____ hours _____ k.m. in single journey

2.11. What is the main channel of honey market in the woreda? _____

2.12. Is there price difference for similar honey in different market place within the woreda?

01 = Yes 02 = No

2.13. If the answer for question No.2.12 is yes, what is the reason behind it? _____

2.14. Is there measurement of honey difference in different market place within the woreda?

01 = Yes 02 = No

2.15. If your answer in question No 2.14 is yes, what is the reason behind it? _____

2.16. Does it have problem for beekeepers the existence of price and measurement difference for similar honey product? 01 = Yes 02 = No

2.17. If the answer for question No 2.16 is Yes, what is the problem?

In relation to price _____

In relation to measurements _____

2.18. Where bee keepers get price information about honey market? _____

2.19. What are the factors which affects honey price? _____

2.20. Is there credit access for honey production? 01 =Yes 02 = No

2.21. Is there credit access for honey marketing? 01 =Yes 02 = No

2.22. If your answer for question number 2.20 and 2.21 is yes, what is the source? _____

2.23. Is there any extension service for bee keepers about honey market? 01 = Yes 02 = No

2.24. If Yes for question No 2.23, where did they get? _____

2.25. Is there any training access given for bee keepers about honey marketing management? 01 = Yes 02 = No

2.26. If your answer for question No.2.26 is yes, where is the source of training? _____

3. Institutional Factors

3.1. What market infrastructures are available in the woreda? (multiple answer is possible)

01 = Road 02 = Ware house 03 = Tele phone service 04 = Electric power

05 = Other (specify) _____

3.2. How far are they accessible and effective in supporting bee keepers honey marketing?

01 = poor access & less effective 02 = higher access & more effective 03 = medium and effective 04 = if others specify _____

3.3. What will be the distance from resides of bee keepers up to the market to travel on foot?

01 = Minimum _____ hours single tripe, in k.m. _____ single tripe

02 = maximum _____ hours single tripe, in k.m _____ single tripe

3.4. Where is most of bee keepers honey market place?

01 = In the kebele market

02 = nearby local market

03 = In the woreda market (Lalibela)

04 = Out of the Woreda market

3.5. How bee keepers transport honey to the market?

01 = By using human labor

02 = By packed animal labor

03 = By using vehicle

04 = specify if other, _____

3.6. Do bee keepers have extension contact with extension provider in relation to the honey market?

01 = Yes

02 = No

3.7. If the answer for question 3.6. is yes, Who is the source extension? _____

3.8. If your answer is yes to question number 3.6, how often the extension agent contact with them?

01 = weekly

02 = once in two weeks

03 = monthly

4, any time when I ask 05 =

specify if other _____

3.9 What was the extension advice on? (Multiple answers is possible)

01 = about honey management

02 = about honey production

03 = about honey marketing

04 = specify if other

3.10. Is there training on honey marketing for bee keepers? 01 = Yes 02 = No

3.11. If yes for question No.3.10, where did they get from?

01 = From government

02 = From NGO

04 = If other specify, _____

3.12. What are major constraints of honey market in this woreda?

3.13. What are recommended solutions to solve constraints of honey market and buy whom have to be taken?

12. What are opportunities for honey market development in the woreda? _____

iv. Interview for individual honey traders private and public service organization hotel and Tel house)

Dear interviewees, first and for most I would like to thank you in advance for your willing to give your valuable ideas. Without your participation the purpose of the study will not be achieve. This interview is prepared for the purpose of the study the level of honey market, honey market constraints and opportunities in Lasta woreda and based on this study to forward appropriate recommendation to solve the constraints and to widen the opportunity. The information that you are going to provide will be used only for academic purpose. There for you are kindly request to provide genuine information.

“Thank you for your cooperation in advance “

I. general information

Instructions; answer the question by circle the appropriate answer except rare cases.

1.1 Name of interviewee----- fathers-----

1.2 sex; 01= male 02 female

1.3 ages -----

1.4 marital state 01= married 02= single

03= divorce 04= widow

1.5 level of education, 01= illiterate, 02= write and read, 03= elementary education, 04= secondary

Education, 04= diploma, 05= degree

1.6 Name of your organization-----

1.7 Your position in the organization-----

II. socio-economic factors

1. Do you sell the following bee product?

A. honey b. birth C. Tej

2. Who is your honey supplier?

A. producers B. retailers C. whole sellers D. tej sellers

3. Do you have contract agreement with your suppliers?

1. Yes 2. No

4. If your answer is yes for question No .3 indicate the kind of agreement?

5. Who is your major customer?

A. Dwellers B. guests C. both

6. If your answer for question number 5 is guests, what is the contribution of foreigner?

A. Low B. medium C. high

7. How is the selling performance of honey/tej/birth during chrisms?

A. low B. as usual C. high D. very high

8. What is the contribution honey/tej/birth for your organization?-----

9. What is the problem in relation to honey/tej/birth market?

A. quality problem B. quantity problem C. on time delivery

D. state if others-----

10. What do you think about the solution to improve this problem?

11. What is the selling container of honey/tej/birth-----

12. How much is the unit price of?

Tej-----, birth-----, honey-----

13. How is the demand trend of honey/tej/birth for the past three years (2002-2004)

A. increase B. decrease C. it does not show change

14. What are the possible opportunities of honey market in the area?

15. Do have beds to rent? 01= yes, 02= No

16. How many beds do you have?-----

17. What is the rent of each bed per day?-----

18. How many of them do they rent per day?

During high season?-----

During low season?-----

During medium season?-----

19. How many percent guests use honey product/honey, tej, birth?

Amharic version for Bee keepers

መግለጫ አንድ፡- በማር አምራሾች ላይ የማር ግብይት ችግሮችን ለማጥናት

የተዘጋጀ መጠየቅ፤

መቀሌ ዩኒቨርሲቲ

የንግድና ምጣኔ ሀብት ኮሌጅ

የአስተዳደር/አመራር/ ክፍል ትምህርት

የዕድገት አመልካች ጥናቶች መርህ ግብር

ውድ የመጠየቁ ምልሽ ሰጭ፡-

ይህ ጽሁፍ የተዘጋጀው በላስታ ወረዳ የማር ምርት ግብይት ላይ ያሉ እንቅፋቶችንና ምቹ ሁኔታዎች ላይ መርጃ ለማሰባሰብ ታስቦ የተዘጋጀ መጠየቅ ነው። ይህ እርስዎ የሚሰጡት መረጃ አገልግሎቱ ለጥናትና ለምርምር ተግባር ብቻ የሚውል ነው። ስለዚህ መረጃው ያለ እርስዎ ስምምነትና ፈቃድ በስተቀር በሌላ ለሶስተኛ ወገን ተለይቶ እንደማይሰጥ (በሚስጥር እንደሚያዝ) በእርግጠኝነት እንገልፅልዎት አለን። ስለዚህ ይህን በመገንዘብና በቀና አስተሳሰብ ትክክለኛውን መረጃ እንዲሰጡ በትህትና እንጠይቃለን።

ክፍል አንድ፡- ጠቅላላ የአካባቢና ማህበራዊ መግለጫዎች፤

የመጠየቁ አሞላል መመሪያ፡- ከዚህ በታች ለተጠየቁት ጥያቄዎች በክፍት ቦታዎች ላይ በመፃፍና በሳጥኖች ላይ የነቁ ምልክቶች(✓) በማድረግ ምላሽ ይስጡ።

አጠቃላይ ኢንፎርሜሽን ፤

- 1.1 የቀበሌው ስም ፡-----
- 1.2 የመንደሩ (ጎጥ) ስም ፡-----
- 1.3 የአካባቢ አ/አደሩ)ሯ ስም ፡-----
- 1.4 የአካባቢ አ/አደሩ)ሯ ያታ ፡ 1. ወንድ 2 ሴት
- 1.5 የአካባቢ አ/አደሩ)ሯ ዕድሜ -----
- 1.6 የአካባቢ አ/አደር የጋብቻ ሁኔታ
1 = ያላገባ/ች 2 = ያገባ/ች 3. = የፈታ/ች 4. = ጋለሞታ

5. = ሌላ (ይጥቀሱ)-----

1.7. የአናቢ አ/አደሩ የትምህርት ደረጃ

1 = ያልተማረ

2 = ማንበብና መጻፍ

3. = ከ1-4 ክፍል

4. = 5-8 ክፍል

5. = ሁለተኛ ደረጃ ት/ቤት

6 = ሌላ (ይጥቀሱ)-----

1.8 የንብ አርቢው (አርቢዎ) የቤተሰብ ብዛት በዕድሜና በፆታ

ተ.ቁ	ዕድሜ	ፆታ		
		ወንድ	ሴት	ድምር
1	እድሜያቸው ከ19 ዓመት በታች የሆኑ የቤተሰብ አባላት			
2	እድሜያቸው ከ19 --64ዓመት የሆናቸው የቤተሰብ አባላት			
3	እድሜያቸው ከ64 ዓመት በላይ የሆኑ የቤተሰብ አባላት			
	ድምር			

ክፍል ሁለት :- ማህበረ ምጣኔዊ ምክንያቶች

2.1 ለምን ያህል ጊዜ(ዓመታት) በማር ምርት ማምረት ተሳትፈዋል?-----

2.2 በአለፈት 3 ተከታታይ ዓመታት (ከ2002-2004) ምን ያህል የንብ መንጋዎች ነበረዎት?

ተ.ቁ	የንብ መንጋ ብዛት	መለኪያ	በ2002 ዓ.ም	በ2003 ዓ.ም	2004 ዓ.ም	ድምር
1	በባህላዊ ቀፎዎች የነበሩ የንብ መንጋዎች ብዛት	ህብረ ንብ				
2	በሽግግር ቀፎዎች የነበሩ የንብ መንጋዎች ብዛት	>>				
3	ከዘመናዊ ቀፎዎች የነበሩ የንብ መንጋዎች ብዛት	>>				
	ድምር					

2.3. በአለፉት ተከታታይ ዓመታት ማለትም ከ2002—2004 ዓ.ም የማር ምርትን ወደ ገበያ

የማቅረብ ሁኔታ ምን ይመስላል?

1..= ጨምሯል

2. = ቀንሷል

3. = ለውጥ የለውም

4.= እንዴት ይቸምራል እንዴት ይቀንሳል

2.4. የማር ምርት ግብዓት ህብረት ስራ ማህበራት አባል ነዎት?

1.= አዎ

2.= አይደለም

2.5. በጥያቄ ቁጥር 2.4 ለተጠየቀው ጥያቄ መልስዎ አይደለሁም ከሆነ ምክንያቱው ምንድን ነው -----

2.6 . በጥያቄ ቁጥር 2.4 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ማህበሩ የማር ምርተዎን ወደ ገበያ እንዲያቀርቡና በመሳሰሉት ጉዳዮች ምን አስተዋፅኦ አድርጎታል?-----

2.7 በአብዛኛው ምን ዓይነት መልክ ያለው ማር ያመርታል?

- | | | | |
|------|--------------|------|-------------|
| 1 = | ነጭ ቀለም ያለው | 2 = | ብጫ ቀለም ያለው |
| 3. = | ቀይ ቀለም ያለው | 4. = | ጥቁር ቀለም ያለው |
| 5. = | ድብልቅ ቀለም ያለው | | |

2.8 የአመራቱት ማር ይሸጣሉ ወይ?

- 1.= አዎ 2.= አልሸጥም

2.9 በጥያቄ ቁጥር 2.8 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ካመራቱት ምርት ውስጥ ምን ያህል እጅን ይሸጣሉ(%)?-----

2.10 በጥያቄ ቁጥር 2.8 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ከመቶው ምን ያህል እጅን ሳያጣሩ ይሸጣሉ(%)?-----

2.11 ሳይሸጥ የሚቀረው ማር ለምን አገልግሎት ይውላል?-----

-

2.12 የአመራቱትን ማር በማጣሪያ ያጣራሉ ወይ?

- 1.= አዎ 2.= አላጣራም

2.13 በጥያቄ ቁጥር 2.12 ለተጠቀሰው ጥያቄ መልስዎ አላጣራም ከሆነ ምክንያቱ ምንድን ነው?

- 1, የማጣሪያ ቁሳቁስ እጥረት
- 2 እንዴት እንደሚጣራ አላማወቅ
3. አብዛኛው ግዥዎች ስለማይፈልጉ
4. የማሩ መጠን ስለሚቀንስ እና በግርድፍ መሸጥ ስለምፈልፈግ

5. ሌሎች ምክንያቶች አሉ ቢገለጹ-----

2.14. በተራ ቁጥር 2.13 ለተጠየቀው ጥያቄ መልስዎ አዎ አጣራለሁካሉምን ዓይነት ማጣሪያ ይጠቀማሉ

1. የማር ማጣሪያ
2. የማር መጭመቂያ
3. ልብስን በመጠቀም አጣራለሁ
4. የማር ወንፌት በመጠቀም አጣራለሁ
5. የወይን ማጣሪያ በመጠቀም አጣራለሁ
6. በእጅ በመጨመቅ አጣራለሁ።

2.15 ባለፈው ምርት ዘመን (2003-2004) ከንብ እርባታ አጠቃላይ ያገኙት ገቢ ብር

2.16 ከቤተሰቡ ልዩ ልዩ ዓመታዊ ወጪ ስንቱ እጅ ነው ከንብ እርባታ የተገኘ ገቢ የሚሸፈነው --%

2.17 ማር አከማችተው ያስቀምጣሉ?

1. አዎ
2. አላከማችም

2.18 ከላይ በተራ ቁጥር 2.18 ለተጠየቀው ጥያቄ መልስዎ አላከማችም ከሆነ ምክንያትዎ ምንድን ነው?

1. ወዲያውኑ በመሸጥ ገንዘቡን ለቤት ፍጆታ አገልግሎት ለማዋል ስለምፈልግ
2. ማር በሚሰብብበትና ከዚያ በሚቀጥሉት ወራት የማር ዋጋ ስለሚቀንስ
3. ከቤት ካከማችሁ በቤተሰብና በተመሳሳይ ሁኔታ ስለሚባክንብኝ
4. ሌሎችም ምክንያቶች ካሉ ቢዘረዘሩ-----

2.19 በተራ ቁጥር 2.18 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ለምን ያህል ጊዜ ያከማቻሉ?(ከአንድ በላይ መልስ ካለ ያመልክቱ

1. አላከማችም
2. ከ1-6 ወራት
3. 7-12 ወራቶች
4. 1-2 ዓመት
5. ከ2 ዓመታ በላይ

2.20 በተራ ቁጥር 2.18 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ምክንያቱ ምንድን ነው?

1. ምክንያቱም ዋጋው እየተወደደ ስለሚሄድ
2. የማንጓዝ እጥረት ስለአለብኝ
3. ለጓደኛና ለዘመድ ለመስጠት ስለምፈልግ
4. ሌሎች ምክንያቶች ካለዎት ቢዘረዘሩ-----

2.21 የማር ማከማቻ ቁሳቁስ እጥረት አለበት ወይ?

1. አዎ አለብኝ
2. የለብኝም

2.22. በተራ ቁጥር 2.22 ለተጠየቀው ጥያቄ መልስዎ እጥረት የለብኝም ካሉ ምን አይነት ቁሳቁሶች ይጠቀማሉ?

ተ.ቁ	የማር ማከማቻ ቁሳቁስ አይነት	አብዛኛውን እጠቀማለሁ	ጊዜ	በመጠኑ እጠቀማለሁ	በትንሹ እጠቀማለሁ	እነዚህን ቁሳቁስ በመጠቀም የሚያጋጥሙ ችግሮች
	ቅል					
	በዕንስራ					
	የቆርቆሮ መያዝ					
	የፕላስቲክ መያዝ					
	አቅማዳ/ስፈልቻ					
	ጆን/ የማዳበሪያ					
	ሌሎች					

2.23. በማር ምርት መሰብሰቢያ ወቅት/ከፍተኛ የማከራ አቅርቦት በሚኖርበት ጊዜ

አ/አደሩ የተለያዩ ቀለምና ጥራ ያላቸውን ማሮች በአማካኝ 1 ኪ/ግ /ማር በስንት ብር ሂሳብ ይሸጣል?

- 1.= ነጭ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 2.= ብጫ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 3.= ቀይ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 4.= ጥቁር ቀለም ያለው ----- ብር (1ኪ/ግ)
- 5.= ድብልቅ ቀለም ያለው ----- ብር (1ኪ/ግ)

2.24. አ/አደሩ ወደ ገበያ የሚቀረበውን ማር ዝቅተኛ በሚሆንበት ጊዜ የተለያ ቀለምና ጥራት ያላቸውን ማሮች በአማካይ 1 ኪ/ግ ማር በስንት ብር ሂሳብ ይሸጣል?

- 1.= ነጭ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 2.= ብጫ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 3.= ቀይ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 4.= ጥቁር ቀለም ያለው ----- ብር (1ኪ/ግ)
- 5.= ድብልቅ ቀለም ያለው ----- ብር (1ኪ/ግ)

2.25. በዚህ ወቅት ማርን በችርቻሮ የሚሸጡ ነጋዴዎች አማካኝ የ1 ኪ/ግ ማር በስንት ብር ሂሳብ ይሸጣል?

- 1.= ነጭ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 2.= ብጫ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 3.= ቀይ ቀለም ያለው ----- ብር (1ኪ/ግ)
- 4.= ጥቁር ቀለም ያለው ----- ብር (1ኪ/ግ)
- 5.= ድብልቅ ቀለም ያለው ----- ብር (1ኪ/ግ)

2.26 ዋና ዋና የማር ግዥዎች በቅደም ተከተል ከሚከተሉት ውስጥ የትኞቹ ናቸው?

ተ.ቁ	የማር ግዥዎች	የዋጋ አቅርቦት ደረጃ (16) ከፍተኛ =1 ዝቅተኛ = 6	የደንበኞች ደረጃ (1-6) በተደጋጋሚ = 1 አልፎ አልፎ . = 6
1	ጠጅ ጠማቂዎች		
2	ችርቻሬዎች		
3	ጅምላ ግዥዎች/ሻጮች		
4	የማር ግብይት ህ/ስራ ማህበራት		
5	ቀጥታ ተጠቃሚዎች		
6	ሌሎች ካሉ ይጠቀሱ		

2.27. ዋና ዋና የማር ግብይት መስመሮች / ለትስስር ግንኙነቶች / ከየት ወድየት ናቸው? -----

2.28 የማር ምርትህን /ሽን በምን ወደ ገበያ ታጓጉዛላችሁ?

1. በሰው ጉልበት
2. በጭነት እንስሳት
3. በተሽከርካሪ
4. ሌሎች የማጓጓዣ መንገዶች ካሉ ቢጠቀሱ-----

2.29. የማር ምርትዎን ወደ ገበያ ለማጓጓዝ ችግሮች ካሉ ይዘርዘሩ?

2.30 በወረዳው በተለያዩ ገበያዎች የማር መሻጫ ቁሳቁስና ዋጋ ተመሳሳ ጥራት ላላቸው የማር

ዓይነቶች መለያየት ለማር ሻጭ አ/አደሮች ችግር አለው?

- 1.አዎ 2 ችግር የለም

2.31 በተራ ቁጥር 2.29 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ያሉ ችግሮች ምን ምን ናቸው?

2.31.1 ከዋጋ ጋር በተያዘ መልኩ ያሉ ችግሮች -----

2.31.2 ከመሻጫ እቃዎች ጋር በተያዘ መልኩ ያሉ ችግሮች/

2.32. ማርዎን ከመሸጥዎ በፊት ስለማር ወቅታዊ ዋጋ መረጃ ያገኛሉ?

- 1.አዎ 2. አላገኘሁም

2.33 በተራ ቁጥር 2.43 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ የመረጃ ምንጭዎ ከየት ነው? /ከአንድ በላይ መልስ መስጠት ይቻላል/

1. ከፊደሉ 2. በሳምንት አንድ ጊዜ 3. በወር አንድ ጊዜ
4. በዓመት አንድ ጊዜ 5. ሌላ ካለ ይጥቀሱ-----

2.35. በተራ ቁጥር 2.43 ለተጠየቀው ጥያቄ መልስዎ አዎ አገኘለሁ ከሆነ በየጥኛው ደረጃ የሚገኘውን መረጃ ያገኛሉ? / ከአንድ በላይ መልስ መስጠት ይቻላል/

1. የአካባቢው ገበያ ዋጋ 2. የወረዳው ገበያ ዋጋ
3. የዞንና የክልል ገቢ ዋጋ 4. የአገር አቀፊ ገበያ ዋጋ

2.36. ለአለፉት 3 ዓመታት ከ2002—2004 ድረስ የማር ዋጋ አዝማሚያ ምን ይመስላል?

1. የመጨመር አዝማሚያ አሳይቷል 2. የመቀነስ አዝማሚያ አሳይቷል
3. ተመሳሳይ ዋጋ አሳይቷል 4. አንድ ጊዜ ይጨምራል አንድ ጊዜ ይቀንሳል

2.37 . ለማር ዋጋ መጨመር (መቀነስ ምክንያቱ ምንድን ነው?

1. ወቅት መቀያየር 4. ከገበያ ያለው እርቀት
2. የማር መልክና ጣዕም 5. ሌላ ካለ ቢጠቀስ -----

3. ባህላዊ ክብረ በዓሎች

2.38. በማር ግብይት ወቅት የማሩን ዋጋ የሚወሰነው ማን ነው?

- | | |
|--------------------|---------------------|
| 1. ማሩን የሚሸጡ አ/አደሮች | 3. የገበያ አቅርቦትና ፍላጎት |
| 2. ማር ገዥዎች | 4. ሌላ ካለ ይጠቀስ----- |

2.39 በማር ግብይት ወቅት የክፍያ ሁኔታ እንዴት ይገለጻል?

1. እጅ በእጅ ይከፈላል
 2. በዱቤ መገበያየት
 3. ሌላ የግብይት ስልት ካለ ይጥቀስ-----
-

3. ክፍል ሶስት ተቋማዊ ምክንያቶች:-

3.1 በአካባቢው ለማር ግብይት ምቹ ሁኔታ የሚፈጥሩ ምፈን ምን መሰረተ ልማቶች አሉ?/ ከአንድ በላይ መልስ መስጠት ይቻላል)

1. መንገድ
2. መጋዘን
3. የስልክ አገልግሎት
4. የመብራት አገልግሎት
5. ሌሎች ካሉ ቢዘረዘሩ-----

3.2 ከላይ በ3-1 ተገለጹት መሰረተ ልማቶች ለማር ምርት ግብይት ምን ያህል ጠቅመዎታል ውጤታማ እንዲሆኑስ ረድተዎታል?

1. አልጠቀሙኝም ውጤታማም አላደረጉኝም
2. በጣም ጠቅመውኛል በጣም ውጤታማ አድርገውኛል
3. በመጠኑ ጠቅመውኛል ውጤታማ አድርገውኛል
4. ሌላ ካለ ይጥቀስ

3.3 በአማካኝ ማር የሚሸጡበት ገበያ ከመኖሪያ ቤትዎ ተነስተው በእግርዎ ለመጓዝ ምን ያህል ሰዓት ይወስድበዎታል ስንት ኪ/ሜ ይሆናል?

- 3.3.1 ዝቅተኛ ----- ሰዓትና ----- ኪ/ኪ በነጠላ ጉዞ ይፈጃል
- 3.3.2 ከፍተኛ ----- ሰዓትና ----- ኪ/ግ በነጠላ ጉዞ ይፈጃል

3.4 በአማካኝ ማርን የሚሸጡት ት ነው?

1. በቀበሌው በሚገኘው አነስተኛ ገበያ
2. በአጎራባች ቀበሌዎች በሚገኝ ገበያ
3. በወረዳው ገበያ /ላሊበላ/

4. ከወረዳው ውጭ በአሉ ገበያዎች

3.5 የማር ምርት ግብይትን አስመልክቶ የኤክስቴሽን አገልግሎት የሚሰጠው አካል አለ ወይ? 1. አዎ 2. የለም

3.6 በተራ ቁጥር 3.5 ለተጠቀሰው ጥያቄ መልስዎ አዎ ከሆነ የኤክስቴሽን አገልግሎት ከሚሰጥዎ ጋር በምን ያህል ጊዜ ትገናኝላችሁ?

1 በዕለቱ

2 በሁለት ሳምንት አንድ ጊዜ

3 በወር እንደ ጊዜ

4 በጠየኩበት በማንኛውም ጊዜ

5 ሌላ ካለ ይጥቀሱ-----

3.7. ስለ ማር ምርት ግብይት የኤክስቴሽን አገልግሎት የትኑው የሚያገኙት

3.8 ስለ ማር ምርት ግብይት ስልጠና አግኝተው ያውቃሉ?

1. አዎ

2. የለም

3.9 በተራ ቁጥር 3.8 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ስልጠናው በቂ ነበር ወይ?

.1 አዎ 2. አይደለም

3.10. በተራ ቁጥር 3.9 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ስልጠናው ከየት ነው ያገኙት?

1 ከግብርና ጽ/ቤት

2 ከማህበራት ስራ ማደራጀት ጽ/ቤት

3 መንግስታዊ ካልሆነ ድርጅቶች

4 ሌሎች ካሉ ይጠቀሱ-----

3.11. ብድር ሲፈልጉ ብድሩን ለማግኘት ምቹ ሁኔታዎች አሉ ወይ?

3.11.1 ለማር ምርት አገልግሎት የሚሆን 1. አዎ 2. የለም

3.11.2 ለማር ምርት ግብይት አገልግሎት 1. አዎ 2. የለም

3.12 በተራ ቁጥር 3.11 ለተጠየቀው መልስ አዎ ከሆነ ከየት ነው የሚያገኙት?

1 ከግለሰቦች

2 ከማህበራት ስራ ማህበራት

3 ከጥቃቅንና አነስተኛ ጥቅም ተቋም

4 ሌላ ካላ ይጠቀስ-----

3.13. ወደ ሚቀርበው የብድር ተቋም በእግር ለመድረስ ምን ያህል ይፈጅበዎታል?

1 ዝቅተኛ ----- ሰዓት ----- ኪ/ግ

2 ከፍተኛ ----- ሰዓት ----- ኪ/ግ

3.14. ከብድር ጋር በተያያዘ መልኩ የሚጠቀስ ችግር ካላ ይዘርዝሩ -----

4. ለማር ምርት ግብዓት መሰረታዊ የሆኑ ማነቆዎች፣ ሊወሰዱ የሚገቡ መፍትሄዎች እና ያሉ ምቹ ሁኔታዎች(ዕድሎች

4.1 በወረዳው ውስጥ መሰረታዊ የማር ግብዓት ማነቆዎች ምን ምን ናቸው(የ"V" ምልክት ያድርጉ)

ተ.ቁ	የማር ግብዓት ማነቆዎች ዝርዝር	በከፍተኛ ደረጃ	በመካከለኛ ደረጃ	በዝቅተኛ ደረጃ
	የኤክስቴንድ አገልግሎት እጥረት			
	የስልጠና እጥረት			
	የመንገድ የመጓጓዣ እጥረት			
	ወቅታዊ የገበያና የመረጃ እጥረት			
	የብድር አገልግሎት እጥረት			
	የገበያ ትስስር እጥረት			
	የተጠናከሩ የግብዓት ህ/ስ/ማ አለመኖር			
	አናቢዎች በተበታተነ መልኩ መኖራቸው			

4.2 ከላይ የተዘረዘሩትን የማር ምርት ግብይት እንቅፋቶች በመፍታት የተሻለ የገበያ ሁኔታ እንዲኖር ምን መድረግ አለበት? በምን መልኩ መፈጸም አለበት?

ተ.ቁ	የማር ግብይት ማነቆዎች ዝርዝር	መፍትሄዎች	መፍትሄውን መፈጸም ያለበት አካል

መግለጫ ሁለት:- በማር ምርት ግብይት ላይ ያሉ ችግሮችን በግሩፕ

ውይይት ለማጥናት የተዘጋጀ መጠይቅ

ውድ የመጠይቁ ተሳታፊዎች:-

በቅድሚያ ጊዜያችሁን መስዋት አድርጋችሁ ለውይይታችን ፍቃደኛ ሁኖችሁ ከዚህ ድረስ በመምጣታችሁ የከበረ ምስጋና እናቀርባለን። ይህ ጥናት ያለ እርስዎ/ ያለ እናንተ ቀና ትብብር ሊሳካ አይችልም ይህ የጋራ ውይይትና መጠይቅ የተዘጋጀው የወረዳው የማር ምርት ግብዓት የሚገኝበት ደረጃ ያሉበት ችግሮችና እድሎች /ምቹ ሁኔታዎች/ ለማጥናት ታስቦ የተዘጋጀ ነው። በዚህም አንፃር እናንተ የምትሰጡት መረጃ ለጥናትን ምርምር አገልግሎት ብቻ የሚውል ነው። ስለዚህ ትክክለኛውን መረጃ ብቻ እንድትሰጡ ትጠየቃለን።

በቅድሚያ ለምታደርጉት ትብብር ምስጋና እናቀርባለን

ክፍል አንድ ጠቅላላ መረጃ

የመጠይቁ አሞላል መመሪያ:- ከዚህ በታች ለተጠየቁት ጥያቄዎች በክፍት ቦታዎች ላይ በመፃፍና የነቁጥ (✓) በማድረግ ምልሽ ይስጡ።

ተ.ቁ	አጠቃላይ መግለጫ	ስም											
		1	2	3	4	5	6	7	8	9	10	11	12
1	ፆታ												
	ወንድ												
	ሴት												
2	እድሜ												
	19-64												
	64 በላይ												
3	የጋብቻ ሁኔታ												
	ያገበ/ያገባች												
	ትዳርየሌለው/የሌላት												
	የፈታ/የፈታች												
	ትዳር ኋድኛ የሞተበት/የሞተባት												
4	የት/ት ሁኔታ												
	መሀይም												
	መፃፍና ማንበብ												
	1ኛ ደረጃ የደረሰ												
	2ኛ ደረጃ የደረሰ												

5	ዋና ስራ												
	ማር አምራች												
	የጠጅ ጠማቂና ሻጭ												
	የማር ነጋዴ												
	የማር ግብዓት ማህበር ኮሚቴ												
6	በዚህ ተግባር ያለዎ ልምድ												
	10 ዓመት በታች												
	ከ11-18 ዓመት												
	ከ19-64 ዓመት												
	64 ዓመት በላይ												

ክፍል ሁለት ማህበረ ምጣኔአዊ ምክኒያቶች፡-

2.1 ባለፉት 3 ዓመታት የማር ምርት ወደገበያ አቅርቦት ሁኔታ ምን ይመስላል?

- | | |
|--------------|------------------------------|
| 01. ጨምሯል | 02. ቀንሷል |
| 03. ለውጥ የለውም | 04. አንዴያ መጨመር አንዴያ መቀነስ ያሳያል |

2.2 በወረዳው ምን ዓይነት የማር ምርት ይመረታል?

- | | | |
|---------|----------|--------|
| 01. ነጭ | 02. ቢጫ | 03. ቀይ |
| 04. ጥቁር | 05. ድብልቅ | |

2.3 የማር ምርት ለማር አማራጮች ኑሮ ያለው አስተዋጽኦ ምን ይመስላል?

- | | |
|---------------------|----------------------|
| 01. ከፍተኛ አስተዋጽኦ አለው | 02. መካከለኛ አስተዋጽኦ አለው |
| 03. ዝቅተኛ አስተዋጽኦ አለው | |

2.4 ስንታችሁ የማር ግብይት ኅብረት ስራ ማኅበር አባል ናችሁ? -----

2.5 የማር ግብዓት ህብረት ስራ ማህበር ለማር አምራቾች ምን አስተዋጽኦ ያደርጋል? -----

2.6 አብዛኛው ማር አምራቾች ማራቸውን የሚሸጡት/የሚጠቀሙት አጣርተው ነው ሳያጣሩ ነው?

- | | |
|--------|-----------|
| 01. አዎ | 02. አያጣሩም |
|--------|-----------|

2.7 በተራ ቁጥር 2.6 ለተጠቀሱት ጥያቄዎች መልሳችሁ አያጣሩም ከሆነ ምክኒያቱ ምንድን ነው? ---

2.8 በተራ ቁጥር 2.6 ለተጠቀሱት ጥያቄዎች መልሳችሁ አዎ ያጣራሉ ካላችሁ ማሩን ለማጣራት የሚጠቀሙበት ቁሳቁሶች ምን ምን ናቸው? -----

2.9 በወረዳው አብዛኛው የማር መሸጫ ቦታ የት ነው? -----::

2.10 ማሩን ወደ ገበያ የሚያጓጉዙበት በምን ጉልበት ነው? -----

2.11 አንድ ማር አምራች ወደ ዋናው ገበያ ቦታ ለመሸጥ በአማካኝ ስንት ስዓት ይፈጅበታልነው?
በነጠላ ጉዞ ----- ስዓትና ----- ኪ/ሜትር -----

2.12 አ/አደሩ ማርን ወደ ገበያ ለማጓጓዝ የማር መያዣ እቃ ችግር አለብዎት ወይ?

01. አለባቸው 02. የለባቸውም

2.13 ማርን ወደ ገበያ በማጓጓዝ ሌሎች ችግሮች ካሉ ቢዘረዘሩነው? -----

2.14 በአማካኝ ማርን የሚገዙ እነማን ናቸውነው? -----

2.15 ከማር ከሹዎች ጋር የኮንትራት ስምምነት አላችሁ ወይ?

01. አወ አለን 02. የለንም

2.16 በተራ ቁጥር 2.15 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ የስምምነት አይነቶችን
ብዘረዙራቸው? -----

2.17 በተራ ቁጥር 2.15 ለተጠየቀው ጥያቄ መልስዎ ስምምነት የለኝም ከሆነ በቀጣይ ስምምነት
/ውል/ መግባት ይፈልጋሉ?

01. አዎ 02. አልፈልግም

2.18 የማር ግብዓት ትስስር በወረዳው ምን ይመስላል? -----

2.19 በወረዳው የሚገኙ ልዩ ልዩ ገቢዎች በተመሳሳይ የማር ምርት የዋጋ ልዩነት አለ ወይ?-----

2.20 ከላይ በተራ ቁጥር 2.19 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ ምክኒያቱ ምንድን ነው? -----::

2.21 በወረዳው የሚገኙ የተለያዩ ገቢያዎች የማር መሸጫ እቃዎች እና ልዩነት አለወይ? -----

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2.22 በተራ ቁጥር 2.21 ለተጠየቀው ጥያቄ አዎ ከሆነ ምክኒያቱ ምንድን ነው? -----::

2.23 በወረዳው ውስጥ በሚገኙ ልዩ ልዩ ገቢያዎች የማር መሸጫ እቃና የዋጋ ልዩነት መኖሩ ለማር
ሻጭ አ/አደሮች ችግር ይፈጥራል ወይከላይ በተራ ቁጥር 2.19 ለተጠየቀው ጥያቄ መልስዎ አዎ
ከሆነ ምክኒያቱ ምንድን ነው? -----::

2.24 ከላይ በተራ ቁጥር 2.23 ለተጠየቀው ጥያቄ ችግር ይፈጥራል ከሆነ ? -----::

2.24.1 ከዋጋ አንፃር ምን ችግር አለበት -----

----- 2.24.2 ከመሸጫ እቃ አንፃር ምን ችግር አለበት -----

2.25 አርሶ አደሩ ወቅታዊ የማር ግብይት መረጃ ያገኛል ወይ

01. አዎ

02. አያገኝም

2.26 መልስዎ ያገኛል ከሆነ

2.26.1 ከየት ያገኛል -----

2.26.2 በምን ያህል ጊዜ ያገኛል -----

2.27 የማር ዋጋ የሚተመነው ሻጩ ነው ወይስ ገዥ? -----::

2.28 በማር መቁረጫ ወቅት አርሶ አደሩ 1 ኪ/ግራም ማር ስንት ብር ይሸጣል? -----::

2.29 አርሶ አደሩ ወደ ገበያ የሚቀርበው ማር ዝቅተኛ በሆነበት ወቅት የ1 ኪ/ግራም ማር ዋጋ ስንት ብር ይሆናል? -----::

2.30 በዚህ ወቅት ዝቅተኛ አቅርቦት በሚኖርበት ጊዜ ማርን በችርቻሮ የሚሸጥ ሰዎች አንድ ኪ/ግራም ማር በስንት ብር ይሸጣሉ ? -----::

3. ተቋማዊ ምክኒያቶች:-

3.1 በአካባቢያችሁ ለማር ምርት ግብይት ምቹ ሁኔታዎች ምንምን መሰረተ ልማቶች አሉ

01. መንገድ

02. መጋዘን

03. ስልክ አገልግሎት

04. የመብራት አገልግሎት

05. ሌሎች ካሉ ይጠቀሱ

3.2 ከላይ በተራ ቁጥር 3.1 የተዘረዘሩት መሰረተ ልማቶች ለማር ምርት ግብይት ምን ያህል በቂና ውጤታማ እንዲሆኑ ይረዳዎታል?

01. ዝቅተኛ ውጤታማ አልነበረም 02. ከፍተኛ ውጤታማ ነበር

03. መካከለኛ በመጠኑ ውጤታማ ነበሩ 04. ሌሎች ካሉ ይጠቀሱ -----

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3.3. በአማካይ ከመኖሪያ አካባቢዎ እስከ በአብዛሃኛው ማር የምትሸጡበት በእግር ለመጓዝ ስንት ሰዓትና ስንት ኪ/ሜትር ይፈጃል?

01. ለአንድ ነጠላ ጉዞ በትንሹ ----- ሰዓትና -----ኪ/ሜትር

02. ለአንድ ነጠላ ጉዞ በቢዛ ----- ሰዓትና -----ኪ/ሜትር ይፈጃል

3.4 በአብዛሃኛው አርሶ አደሩ ማሩን የሚሸጥበት ገበያ የት ነው?

01. በየቀበሌው የሚገኙ አነስተኛ ገበያዎች 02. በቀበሌው አጎራባች ገበያዎች

03. በወረዳ ገበያ (ላልይበላ) 04. ከወረዳው ባሉ ገበያዎች

3.5 ለአርሶ አደሩ ስለማር ግብይት የኤክስቴንሽን አገልግሎት የሚሰጥ አካል አለ ወይ?

01. አወ 02. የለም

3.6 ከላይ በተራ ቁጥር 3.5 ለተጠየቀው ጥያቄ መልስዎ አዎ ከሆነ በምን ያህል ጊዜ ያገኛሉ?

01. በሳምንት አንድ ጊዜ 02. በሁለት ሳምንት አንዴ

03. በወር አንድ ጊዜ 04. ሌላ ጊዜ ካለ ይጥቀሱ

3.7 በአብዛኛው የኤክስቴንሽን አገልግሎት ምንጩ ከየት ነው?-----::

3.8 የሚሰጣችሁ የምክር አገልግሎት በምን ላይ ያተኮረ ነው? -----

3.9 ስለማር ግብይት ስልጠና አግኝተው ያውቃሉን?

01. አዎ 02. በቂ አይደለም

3.10 በተራ ቁጥር 3.9 ለተጠቀሰው መልስዎ አዎ ከሆነ ከየት ነው አብዛሃኛው ስልጠና አርሶ አደሩ የሚያገኘው? -----

3.11 በተራ ቁጥር 3.9 ለተጠቀሰው መልስዎ አዎ ከሆነ ስልጠና በቂ ነው ወይስ?

01. አዎ 02. በቂ አይደለም

3.12 በተራ ቁጥር 3.9 ለተጠቀሰው ጥያቄ መልስዎ አዎ በቂ አይደለም ካላችሁ ተጨማሪ ስልጠና ያስፈልጋል?

3.13 ለማር ምርት ግብይት ብድር ለማግኘት (ከመንግስት/መንግስታት ካልሆኑ ድርጅቶች ምቹ ሁኔታ አለ ዎይ?)

3.13.1 ለማር ምርት 01 አዎ 02 የለም

3.13.2 ለማር ግብይት 01 አዎ 02 የለም

3.14 በአቅራቢያችሁ ወደ ሚገነው አበዳሪ አካል በእግር ለመጓዝ ምን ያህል ይፈጃል?

01. በትንሹ ----- ስዓትና -----ኪ/ሜትር

02. ቢበዛ ----- ስዓትና -----ኪ/ሜትር ይፈጃል

3.15 በአመዛኙ የብድር ምንጮችሁ ከየት ነው?

01. ከግል አበዳሪዎች 02. ከህብረት ስራ ማህበራት

03. ከአነስተኛ የብድር ተቋማት 04. ሌላ አማራጭ ካለ ይዘርዝሩ

3.16 በወረዳችን ለማር ምርት ግብይት ዋና ዋና ችግሮች የሚባሉት ምንምን ናቸው?

3.17 ከላይ የተጠቀሱትን ችግሮች እንዲቃለሉ እርምጃ መወሰድ አለበት በማን -----
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የችግሮች ዝርዝር	መፍት	መፈጸም ያለበት
1. -----	-----	-----
2. -----	-----	-----
3. -----	-----	-----
4. -----	-----	-----

3.18 በወረዳው የማር ግብይትን ለማጠናከር ምን ምቹ ሁኔታዎች/እድሎች/ አሉ?

3.19 ከላይ ከተዘረዘሩት የማር ግብይት እንቅፋቶችና ምቹ ሁኔታዎች ያልተዳሰሱ ግሬ ሀሳቦች ካሉ ቢዘረዝሩ (እንቅፋቶች ከነ መፍቴአቸው)?
